SOUTHERN
TEXTILE BULLETIN
VOL. 28 CHARLOTTE, N. C., THURSDAY, JUNE 11, 1925 NUMBER 15

BULL AND BUNK

A counter

by Chas. E. Carpenter,

Near Editor

SOME folks believe that proper research may be carried on only in "a place of unlimited facilities, a succession of experimental chambers agleam with countless flasks and beakers, shelves of reagents, fascinating closets housing platinum ware, calorimeters, refractometers, spectroscopes, the apparatus of cryoscopy, and inhabited by a score or more of grave and marvellous chemists," each badly in need of a hair cut; adept in the art of making large eyes in the process of endeavoring to appear superior and wise, and of course wearing tortoise-shell rimmed glasses to carry out the effect.

As a matter of fact, the quoted portion of this description is the exact expression of what a certain chemist, who admits that he is one of the greatest ever, claims a laboratory should be.

All of which is bull, pure and simple.

The best place to carry on research work pertaining to a cotton mill, is in the mill, along with the practical men. "Laboratories, science and chemists are necessary as accessories to cotton mill research, but they are never principals." That quotation is from a letter received by one of the most eminent physicists, specializing on textile work, so if you have fault to find with it, don't blame me.

The HOUGHTON RESEACH STAFF has done more actual research work in perfecting COTTON WARP CONDITIONERS than any body of men in the whole world and 90% of that work has been done outside of the laboratory, and in the mill.

Because of this fact, some wise guy took a crack at the HOUGHTON RESEARCH STAFF, and said there was no such animal. But that's what the "hick" said about the giraffe, even after he saw the animal.

A chap wrote me a ten page letter, the other day, trying to tell me that the cotton industry was founded on chemistry. He claimed to be a great scientist. He added "D. F." or some such initials to his signature. Why bless his poor innocent soul, the cotton industry was known when the science of chemistry existed only in the chicanery and pretense of the old time alchemist. The cotton industry has supported chemistry, not chemistry the cotton industry. Chemistry and chemists are essentials to improvements and modernisms, but they are not the foundation.

Send for a copy of The TEXTILE HANDBOOK—*Cotton Edition*, and see how science and practice have been combined to ascertain truth. A textbook and not an advertisement. Free, if you will enclose this copy with your request.

It is just as well to debunk things now and then. It prevents ultimate putrefaction.

SOUTHERN
TEXTILE BULLETIN

PUBLISHED EVERY THURSDAY BY CLARK PUBLISHING COMPANY, 39-41 S. CHURCH STREET, CHARLOTTE, N. C. SUBSCRIPTION $2.00 PER YEAR IN ADVANCE. ENTERED AS SECOND CLASS MAIL MATTER MARCH 2, 1911, AT POSTOFFICE, CHARLOTTE, N. C., UNDER ACT OF CONGRESS, MAR. 3, 1879.

VOLUME 28 | CHARLOTTE, N. C., THURSDAY, JUNE 11, 1925 | NUMBER 15

The Trend of Our Cotton Industry

THE Agricultural Bureau of the of the Natural Resources Production Department of the Chamber of Commerce of the United States, at Washington, has recently issued a very comprehensive survey of cotton planting and distribution in this and and other countries. The book, which is called "Cotton A National Problem", gives the following summary of the various factors in the cotton situation which are treated in detail in the publication.

Within the past decade, the cotton industry of the United States has manifested many significant new trends. On the whole it may be said that these trends indicate that we are in danger of losing some of the prestige which for so long we have enjoyed as the dominant factor in the world's supply of this essential product.

While our annual production of cotton since the war has been falling some 2½ million bales under the pre-war average, there has been a tendency annually to expand the acreage planted to this crop. The matter of vital importance here is that there has been a steadily declining rate of production per acre. Which means that our cotton is costing more to produce.

This, combined with relatively high wage levels for mill workers, has reacted to curtail buying of finished mill products, and has inaugurated a determined effort on the part of certain foreign governments to stimulate cotton production in new areas.

A few figures here should suffice to illustrate these points. Since 1904 the trend in the United States has been in the direction of an increased acreage planted to cotton. For the first five years of this period the harvested acreage 30,360,000. For the second five-year period it was 34,152,000. From 1914 to 1920, inclusive, our average acreage was 34,646,000. The smallest acreage for thirteen consecutive years was harvested in 1921—following the price fall in 1920—when the acreage figure was 30,509,000. Since then the acreage curve has been on the upgrade, reaching in 1923 the high point of 37,130,000 acres of cotton actually harvested, while the estimated acreage planted and in cultivation on June 25, 1924, was 40,403,000.

But there is another story to be told—that of the harvest. The curve of production per acre steadily has been going downward—from 193.8 pounds per acre for the five-year period 1904-1908, to 132.2 pounds of lint for the average of the 1921-1923 period. The revised estimate of the 1923 peracre yield for the United States is 130.6 pounds. And naturally the December 1 farm price registered the effect of these trends, that for 1923 (31 cents per pound) being the highest record in any year save one fo rtwenty years. The exception referred to was the December 1 farm price in 1919, when cotton stood at 35.6 cents a pound.

A casual inspection of Table "A" in the Appendix immediately will suggest that since 1914 total exports of American cotton have shown downward tendencies.

Before 1915 the effect of the cotton boll weevil on total production was not felt in full force, inasmuch as up to that time production in uninfested territory offset decreased yields caused by the weevil in the infested areas. But it may be said that after 1914, in which year we produced the largest crop on record (16,000,000 bales), dates the real turn in the tide of production, attributable in measure to this insect which gained a foothold in our cotton fields as early as 1892.

This reference to the effect of the weevil invasion is meant to be merely a reminder of that factor's role in the economic drama of our most valuable agricultural product. It is given due measure consideration in this report.

The Cotton Problem at a Glance.

Cotton is a basis commodity of world importance.

The United States is endowed with suitable climate and soil over areas sufficiently great to produce the bulk of the world's requirements of the staples in greatest demand.

We have profited greatly as a Nation through our ability to export a large surplus after supplying our own needs.

In recent years production in the United States has been declining and prices have been high. As a result foreign nations are turning their attention to cotton growing in other parts of the world.

In the main, the solution of our cotton problem turns on our ability to produce that staple in quantity sufficient to guarantee continuance of our position as the dominant factor in the cotton markets of the world.

But this production must be held at a price which will encourage consumption and at the same time net the growers a just margin of profit. This in turn calls for increased production per acre rather than actual increase in acreage.

Summary.

Cotton as an Export.—Cotton is our valuable agricultural export.

In 1922* our exports of raw cotton were 5.6 per cent less than in 1921* and 28.5 per cent less than the pre-war average. In 1923* we exported 13 per cent less cotton than in 1922, and 37.8 per cent less than our pre-war average, while our 1924† cotton exports were 33 per cent under the pre-war average.

Before the war, cotton accounted for 54 per cent of the value of all domestic agricultural exports to all countries. Since the war, cotton has continued to hold first place in this list but accounts for but 32 per cent of that total value.

Before the war, cotton in value accounted for 60 per cent of our agricultural exports to Europe; since then its proprtion of the total value has been scaled down to about 34 per cent.

While total exports of domestic cotton increased somewhat after the close of the war, they not yet are back to a pre-war level. They still show a slight downward trend. Decreased purchasing power of Europe, decreased American production accompanied by increased American consumption, and a higher price level for lint cotton apparently have been the chief factors contributing to this situation.

The Cotton Manufacturing Industry.—The American cotton manufacturing industry has grown from upwards of 10,600,000 active spindles in 1880 to more than 36,260,000 in 1923. In 1921 the value of products turned out by our mills was approximately $1,330,000,000, carrying a value added by manufacture of upwards of $598,000,000. These are the latest figures available from the Census of Manufacturers.

There has been a steady increase in the number of active cotton spindles in the South. The industry is shifting southward from the New England states. Between 1880 and 1923 the number of active spindles in the cotton growing states increased from 561,360 to 16,310,360. During this same period cotton consumption on the South increased from 188,748 to approximately 4,500,000 running bales.

World Production and Consumption.—During the war practically all world surplus cotton stocks were consumed, leaving no reserves.

For the year 1923-24, the world supply of all commercial cotton consisted of some 24,500,000 bales. Before 1921-22, the supply was 29,000,000 bales.

America's post-war average production of cotton has been falling some two and a half million bales under the pre-war average. A steady decrease in the yield per acre also is recorded—from an average of 193.8 pounds for 1904 to 1908, inclusive, to the revised estimate of 130.6 pounds for 1923.

The Department of Agriculture's revised figure for America's 1923 production of cotton is 10,139,671 standard bales. The revised estimate of the American cotton acreage in 1923 is 37,130,000 acres.

Before the war, Europe acounted for 55 per cent of the world's total consumption; United States, 24 per cent; all other countries, 21 per cent. Since the war, Europe's proportion has been 40 per cent; the United States, 30 per cent; all other countries, 30 per cent. Compared with pre-war average consumption, post-war consumption has been as follows: the world, 92 per cent; the United States, 108 per cent; Europe, 66 per cent; all others, 129 per cent. This increase in consumption by "all others" is due to increased activity of cotton spinning in China and Japan.

Twenty years ago America was consuming in the neighborhood of 36 per cent of her total production of cotton. Now that proportion totals about 56 per cent.

The British cotton spinning industry holds that the world's present minimum requirement of American cotton is some 12,500,000 bales annually. It is estimated that the world consumed 12,710,000 bales of American cotton during the fiscal year 1922-23, and 10,975,000 bales during the year ended July 31, 1924.

Status of Cotton Production in Foreign Lands.—The falling off of Amer-

(Continued on Page 31)

*Calendar year †Fiscal year.

Further Comment on Curtailment Plan

SINCE the publication last week of the number of spindles and looms affected by the movement for cooperative curtailment, replies have come in from many more mills with statements showing that they will curtail to at the extent of at least one week's production before August 15th. The list of spindles is moving steadily toward the 10,000,000 mark which was set by David Clark, editor of the Southern Textile Bulletin, who initiated the movement for concerted action by the mills in order to restore market conditions to the point where the mills can operate without further losses.

A large number of letters showing the opinions from different mills on the curtailment plan were published in this column last week. Additional comment on the situation is given in the following letters:

We have your letter referring to the number of spindles that have agreed to curtail, and as we wrote you yesterday, while we do not care to sign the paper, we expect to curtail and will give you our word to that effect.

We expect to close down fully one week during the summer, and unless there is a great improvement in business, we expect to close for two weeks. However, you can certainly count on us to close for at least one week before August 15th.

If we can be of any service to you, please advise.

We had already started to curtail production before receipt of your letter. Our normal monthly consumption of cotton is between four and five hundred bales monthly, though we only consumed 281 bales of cotton during the month of May, 1925.

The way we managed our curtailment last year, and the way we expect to manage it this year, is to discontinue hiring new employees to fill the places of those who leave our employ when business begins to get dull and we wish to curtail our production. In this way the production is steadily reduced, while those who remain in our employ are enabled to make full time. Occasionally we have to take on a few new employees, in certain departments, to balance the production. At the present time we have 188 looms idle, and you can readily see that a monthly consumption of 281 bales of cotton for 20,000 spindles is far below a full production.

I estimate that we have curtailed production at least 25 per cent during the month of May, and, as the matter now stands, it now looks as if our production will not only not be increased, but probably be decreased from time to time throughout the summer.

Last year about this time we were only running about half time and had about a thousand bales of goods on hand, while this year we not only have no goods on hand, with the exception of a few shorts and seconds, but we hvae 228,000 yards of goods sold for delivery during June and July, as against no goods sold ahead last year. I know nothing about the stocks of goods held by other mills, and can only speak for myself, but my idea is that the stocks of goods held by mills are not as burdensome as some people would seem to think.

It is our purpose now to shut down part of our machinery one week and part two weeks around July 1st. As a matter of fact, if the situation continues as it is, we will make a two weeks shut down all around.

We are herewith enclosing the card stating that we will close our mill for one week between now and August 15th and will probably close one week in each month or its equivlent in hours. We have not definitely made up our minds but we will do so within the next few days and probably run four days per week whichever will be most convenient for us.

We hope you will be successful in this undertaking and that you will get up the ten million spindles or more.

We received several days ago your letter in reference to curtailment by Southern cotton mills for a week this summer, and we heartily endorse the movement.

It is our intention to shut down our mill for a week between now and September 15th, possibly two weeks. The indications are that the mills are going to find business mighty dull the next three months, and, unless the demand picks up, a more extensive curtailment will have to be adopted.

Replying to yours received in my absence, with reference to curtailment—I have in my different mills about 85,000 spindles and it is my intention to curtail between now and September 1st, 35 to 40 per cent. I already have one mill closed, closing down another this week. Have two running four days per week.

I very much hope some organization will be perfected for mills to report stocks of various cloths on hand each week, sales of various cloths, and prices sold at, and that it will be arranged so that these reports will be correct and of some value, and in my opinion the only way this can be done is for the books and the warehouses of the mills to be subject to inspection by this central agency.

It seems to me ridiculous that with the situation as is the cotton mills should go ahead blindly, knowing nothing really about stocks of various cloths held by various mills, and mills making various cloths, and prices being sold at. We are putting ourselves absolutely at the mercy of the buyers of cotton goods, many of whom do not hesitate to outright lie about prices and terms quoted them, and to take any and every advantage possible of the sellers of cotton goods.

I was in New York most of last week—a movement is on foot there among the commission men to get up some sort of situation to accomplish along the lines I have above suggested, but from what I could learn, not much chance of really amounting to anything. I am willing and axious to enter into any really proper arrangement and agreement, but I consider it worse than useless unless it is a proper and binding agreement. My idea would be that each mill should put up a bond to live up to their agreement and make their reports absolutely correct from every standpoint.

Since we are of a group of mills, I do not feel privileged to sign the card sent out in response to the curtailment movement. However, I feel safe in saying that we will curtail at least one week during the summer, whether in absence of orders or not, as it has been customary for us to give our employee's a vacation at some time during the summer months.

I heartily endorse the movement, and personally feel that drastic curtailment is vitally necessary to get the textile business out of the rut and back to a normal business basis.

Hoping you will meet with the fullest co-operation from the textile interests of the South on this important move, and with kind personal regards from the writer, we are.

In reply to your inquiry, will say that we will be glad to shut down two weeks between June 1st and August 15th.

We think this is a wonderful move that you are making and certainly hope that you will have no trouble in getting the ten million TWO—

spindles to curtail within this time. We are now running four days a week and expect to continue on four days until business is better, as we do not expect to make up stock. We think that all of the mills would be better off if they would not carry stocks.

We have been on a 50 hour weekly schedule since week commencing May 2nd, and expect to continue through this the summer, or may decide to curtail greater than this.

It is our present plan to shut down one week commencing July 1st.

We will have to be governed in the matter of further curtailment by business conditions. If we do not secure sufficient business to operate we will probably desire to curtail operations as we do not believe it would be good policy to make goods without orders.

Answering your in regard to curtailment, would advise that we will be closed down three to four weeks, for it is necessary to shut down for that length of time entirely to make repairs and install some new machinery.

We wish to congratulate you on your efforts to help the cotton mill business. However, we think that one week is a rather short time.

With best regards, we are.

Your letter relative to curtailment received, with the request that we pledge ourselves to close down our plant for one (1) week, between June 1st and August 15th, as a means of reducing the surplus goods, with the idea of creating a demand for same where they could be sold at a profit. I am in hearty accord with any movement that will tend to place the texile industry on a more firm footing than it has been for the last two or three years; however, I am rather adverse to being classed with those who brought about this condition.

Of course, we all know that this condition was not entirely due to over-production, if such a term can be applied to it, but rather to under consumption brought about by the use of other materials, such as near silk and heavily loaded real silk; but principally, probably, to the reduction in the amount of material used by women for dressing. This, however, in my opinion, would not in itself bring about the present deplorable condition in the textile industry. The main cause, as I see it, is too many spindles, not too many spindles in place, but the fact that the general practice in the South that the moment business picks up, the capacity of spindles in place is doubled by the night and day shift.

We are running our full time of 51 hours per week, but for some time, and, at present, are only running about 70 to 75 per cent of our plant; so that, from my point of view, we have already complied with your idea of a curtailment. It would seem to me that if the cotton mills in the entire South, regardless of what their regular hours are, which we believe run from 55 to 60, would agree to confine their operation to these regular hours instead of employing night and day shifts to double their production, the business would be on a safe and sane basis at the present time. This probably applies to some mills in the East, although I am not aware of any of them at present that are running double shifts; in fact, most of them are on short time and have been for quite a period. Without a guarantee that all the cotton mills concerned would resort to a one shift future, I cannot see where any benefit can be derived by so short a period of one (1) week, or, for that matter, several weeks, as the moment the demand increases, the entire South,

(Continued on Page 28)

Carolina Industrial Leaders Behind Lake Lure

WHEN you hear of any undertaking so big as Lake Lure, 1,500 acres with 27- mile shore line drive, and its vast surrounding estate of 8,000 acres, the financial and construction problems involved naturally make you inquire, "Who are the men behind?" The Carolinas may take pride in the fact that the men behind Lake Lure are men who have made conspicuous successes in the textile, banking and industrial fields in the Carolinas.

POWER

is a great factor in the development of Lake Lure. The dam and power plant will generate 13,500,000 k. w. hours of electrical energy per annum with lake level permanently maintained. This power has already been sold, under a ten-year contract, to the Blue Ridge Power Co. at a profitable price.

Officers and Directors

DR. L. B. MORSE, President, Chimney Rock, N. C.
KENNETH S. TANNER, Vice-President, Spindale, N. C.
WILLIS J. MILNER, JR., Vice-President and Director of Sales and Publicity, Asheville, N. C.
S. E. ELMORE, Secretary, Spindale, N. C.
J. H. THOMAS, Treasurer, Forest City, N. C.
B. B. DOGGETT, Director, Forest City, N. C.
T. F. OATES, Director, Rutherfordton, N. C.
DR. M. H. BIGGS, Director, Rutherfordton, N. C.
E. O. THOMAS, Director, Forest City, N. C.
M. O. DICKERSON, JR., Director, Spindale, N. C.
DR. L. V. LEE, Director, Lattimore, N. C.
CHARLES C. BLANTON, Director, Shelby, N. C.
FRANK COXE, Director, Asheville, N. C.
E. W. EWBANK, Director, Hendersonville, N. C.
F. PICKENS BACON, Director, Tryon, N. C.
J. A. CARROLL, Director, Gaffney, S. C.
WALTER P. TAYLOR, Director, Asheville, N. C.

CHIMNEY ROCK—Observatory of Lake Lure.

BLOCKADERS' LOOKOUT—A typical cliff formation on Chimney Rock-Lake Lure Estates.

The very names of the officers and directors and the industries they have made successful are guaranties of solid resonsibility and good faith at any bank in the Carolinas. Hundreds of other Carolina men and women are financially interested in the enterprise. This great development, when completed, will indeed become the crown jewel of the Land of the Sky.

Mail Coupon Today

for profusely illustrated View Book containing full particulars regarding the 8,000 acre Lake Lure-Chimney Rock estate.

CHIMNEY ROCK MOUNTAINS, Inc.

Chimney Rock, N. C.

Represented at Asheville, Charlotte, Greensboro and Raleigh, N. C. Spartanburg, Columbia and Charleston, S. C.

Chimney Rock Mountains, Inc.
16 N. Market St.
Asheville, N. C.

Send me free your view book, "A New Empire in Western North Carolina."

Name

Address _____

S. T. B.—2.

Southern Textile Association

Recognition of individual initiative will be given at the annual convention of the Southern Textile Association, which will be held at the Kenilworth Inn, Asheville, N. C., on June 19th and 20th, it is announced by Oscar D. Grimes, manager of the Athens Manufacturing Company, Athens, Ga., who is in charge of the program. At the Saturday morning session, June 20th, a place has been arranged on the program for the presentation of new inventions and improvements by all southern mill men.

"The purpose of this is to give encouragement and inspiration to the mill men who have developed refinements and improvements in the manufacturing processes and on the different machines," explained Mr. Grimes. "During recent months a number of remarkably interesting and useful inventions have been developed by southern mill men, and we invite them to take advantage of this opportunity to explain their ideas."

O. D. Grimes, Vice-President Southern Textile Association

Indications are that the meeting, which will attract textile operating executives from all over the South, as well as representatives of allied interests, will be unusually well attended. The program includes addresses by William J. Vereen, of Moultrie, Ga., president of the American Cotton Manufacturers' Association, the presidents of the various state associations of mill officials; and James McDowell, internationally known cotton expert, will discuss fiber research. Marion W. Heiss, of Greensboro, N. C., will speak on village social service work.

Marshall Dilling, superintendent of the A. M. Smyre Manufacturing Company, Gastonia, N. C., is president of the Association, and Arthur B. Carter, of Gastonia, is secretary. Mr. Grimes is vice-president. The annual election of officers will be held at this meeting.

Golf Tournament.

The committee in charge of the golf tournament at the Asheville meeting of the Southern Textile Association gives the following rules governing the tournament:

"There will be prizes offered for two tournaments. One for the bona fide employees of cotton mills and the other for all other members of the association who desire to enter.

"The bona fide employees of cotton mills will be required to bring a score card from their local golf professional stating what their handicap is. These cards must be turned in to the golf committee and then each entrant will have a handicap set up for the course on which the tournament will be held. We do not know yet whethre the tournament will be played on the Asheville course or the Biltmore course.

"Last year we had a foursome representing each State. However, the committee realized that it was very hard to get a foursome from each State that would truly represent the membership from each State, therefore, the committee has decided to let all bona fide employees of cotton mills enter the tournament instead of having a foursome from each State as last year. The committee feels that this will give all the golf players an opportunity to enter in this tournament rather than to have only four men from each State as entrants.

"Please remember that if you expect to enter this tournament you must have a card from your local golf professional with your handicap over his signature."

The committee is composed of J. S. Bachman, Supt. Anchor Duck Mills, Rome, Ga.; J. R. Dover, Jr., Supt. Dover Mill Co., Shelby, N. C.; F. G. Cobb, Gen. Mgr. Lancaster Cotton Mills, Lancaster, S. C., chairman golf committee.

Uruguay Cotton-Manufacturing Industry.

There are 12 cotton factories in Uruguay, all of which are situated in Montevido, the smallest using about 6,000 kilos of cotton and cotton thread annually and the largest using about 200,000 kilos (kilo equal to 2.2046 pounds).

Market for Cotton Yarn in Chile.

Cotton cloth has been manufactured in Chile to a limited extent for several years, but the domestic production, valued at approximately $1,000,000 annually for the entire cotton industry, does not nearly meet the country's consumption requirements. Chile produces no raw cotton, neither are there facilities for spinning. This means that all yarn used in the industry must be imported. During 1923, yarn imports amounted to 1,349,914 kilos, of which 494,328 came from the United States. It is presumed that at least half of the yarn is used in the various knitting mills, as the annual consumption of the two cotton-weaving mills is said to average only 500,000 kilos. (Consul George A. Makinson, Valparaiso.)

Distribution Through Wholesalers

(Continued from Last Week)

By Arthur C. Port, Sales Manager, P. H. Hanes Knitting Company Winston-Salem, N. C., before Southern Wholesale Dry Goods Association.

I know a wholesaler who started in business on January 1, 1924, with $50,000.00, this capital subscribed by himself and all of his associates, three of whom do the selling. His lines consist only of knit goods and furnishing goods. In the first six months of 1924 he took stock three times in a highly concentrated market, which is worked hard by direct sellers, mill agents and wholesalers. Of course, in his first six months he had only spring goods. In the second six months he had the remainder of his spring stock well as fall goods, but by December 31, 1924, he had turned his original investment five and one-half times, and owed not one single dollar to the bank. He is located in a territory where another wholesaler was just about as necessary as a union organizer is necessary in Henry Ford's factories, but he is making the pace for himself by carrying salable, wanted samples and quality merchandise, and by requiring men to not only carry samples, but show them. An automobile load of sample cases is not an easy thing to manipulate, but from what standpoint is it hard? It takes no brain work to load and unload five or six sample cases. It takes a little physical labor that many salesmen believe that they are too high-toned to entertain. I would pin my faith for volume and profits on the salesman who carries a short line, and shows and demonstrates his samples, against the salesman who has nothing but a catalog and a price book on a broad line, always assuming, of course, that the salesman with the small line knows his merchandise, and can present it properly to his trade and to his prospects.

I want to talk for a moment about prices. The textile industry is passing through rather trying times. The trials of the mills are quite naturally reflected in the problems of the distributors. Comeptition is keen, profits not altogether what we might have reason to expect. There is a difference, however, between a constructive policy regarding prices, and destructive policy. We find many jobbers afraid to take a profit, seemingly in the belief that a cut-price policy where it appears necessary, will solve the question of volume. Volume without profit increases hazard of business. Volume with profit is our mutual aim. Why should the salesmen on the road have the privilege of naming a cut price? Fifty cents a dozen on an $8.00 article may spell the difference between profit and actual loss to you. It may appear to be the means of getting a substantial order at the time, but let us see how it works.

A large retailer gave a manufacturer's salesman an order for $9,000 worth of a high-grade line. The order was to be confirmed in a formal way in due time. Several weeks passed, and the manufacturer wrote for his confirmation. The retailer replied very briefly, stating that inasmuch as he was giving this manufacturer practically all of his business, that he expected a trade discount of 5 per cent. The manufacturer wrote back, and explained very carefully why it was out of the question—that his policy was one price to all, at any given time, regardless of quantity, and that under no question would there be any concessions. In about a week the manufacturer received a confirmation for one-half of the original quantity. The $9,000 order had been cut to a $4,500 order. A concession of 5 per cent on the entire amount would have left him with a slightly larger net profit than his full profit on half the quantity. He stood pat, however.

About two months later the manufacturer visited the city in which the retailer was located, and went to see him. He received a very cold reception. The conversation finally turned to the question of prices, and the thing was discussed from every angle. The original order was not reinstated, but the retailer expained that the larger part of his business given to two other competing manufacturers, who were willing to "figure" with him.

Another season rolled around, and the retailer laid down a very substantial for the first line of goods. Confirmation followed shortly for the full amount. The manufacturer had ocasion to visit the city again shortly after, and received a very

(Continued on Page 32)

Cotton Novetary

By Dixie Weaver.

THERE is one cloth which is being used largely in various forms and which, therefore, is of quite a little interest to manufacturers and buyers. It is true that so far as the yarns and cloth constructions used in producing such cloths are concerned the fabrics are very similar to many other cloths, but due to the method of weaving, a wholly different appearance results. In a general way this cloth is a heavy corded fabric with the cord running in the filling driection, but recently very many similar fabrics have been produced with the cord appearing in the direction of the warp. Of course, when warp cords are noted the cloth construction is somewhat different than when filling cords are being produced, many times they are used for the same purposees. Inasmuch as most of these cloths are noted with filling cords, mention will be made of that kind of fabric. That there is a wide range of these materials can readily be noted by examining offerings of large retailers who handle novelty fabrics. Not only are these cloths made entirely from cotton, but they are also made from silk and from combinations of various materials. In addition to being made from different materials they are produced in different methods, that is, from grey cotton either single or two-ply or both and then piece dyed and mercerized, and they are also made from dyed yarn. Raw silk is also used in many of the fabrics and such materials are dyed solid colors in a similar manner to that when grey cotton yarns are used, and one of the largest productions at present is obtained from dyed silk yarns through which the method of weaving produce changeable color effects.

The combination materials are often dyed solid colors and in other instances are cross dyed, a process which sometimes results in rather novel effects being produced. These cloths are used for various purposes, possibly the largest use being for dress materials, both cheap and expensive materials, but they are often printed in colors and used for draperies, hanging and similar purposes. Some of the warp cords are used extensively for men's shirting materials, for the making in this manner allows a somewhat wider variet of pattern.

These same materials are also used for ladies waisting and for childrens' dresses. Certain expensive fabrics of this kind are also used extensively for trimmings, both in solid colors, and in printed and embossed state. It has been a fact that some years the sale of certain styles is rather small when they are compared with staple lines, but the variety of construction is quite extensive, thus giving a large total sale.

Inasmuch as these cloths are very similar to poplins, it is generally true that the warp is of finer yarn and has a higher count than the filling. In a good many cases the number of picks per inch is not over one-half the number of threads per inch. This method of constructing a fabric allows the warp yarn to cover up to a large extent the filling, and often makes it possible to use a lower grade of filling than otherwise might be the case.

In a good many fabrics which consumers purchase as all silk, there is a cotton filling and allows the cloth to be produced at a much lower price, because the filling often forms quite a portion of the cloth weight. It is seldom that the warp threads per inch are less than one hundred in the cotton fabrics and often in silk materials there are two or three times as many or even more. Naturally because there is a preponderance of warp threads in these cloths, the wear is practically all sustained by this yarn and as warp is made of longer cotton and with a higher standard of twist than filling, the cloth can be considered as giving exceptional wear. This is especially true of this cloth when made of cotton yarn with a two-ply warp, for they are just as serviceable as the ordinary poplins, and these are now becoming recognized as offering one of the best values of any woven fabric.

Some of these cloths are now made with soft twist warp, a fact which allows the cloth to be piece mercerized, thus increasing very much its attractiveness and making the policy worth while. Without doubt, mercerization will be employed much more extensively on some of the single yarn fabrics of this type in the future for it is being ascertained that the results fully warrant the added expense.

Because they are so similar to ordinary poplins, the general cloth constructions are easily understood of this cloth, but the method of producing the corded effect is not so well known especially outside manufacturing circles. Some of the effects are made on ordinary plain looms, while others are made on box looms which can weave two picks of any size or color of yarn, and still others, especially when a large amount of silk is used are produced on a pick and pick loom where a single pick of any size or color of yarn can be woven. The weave would ordinary be designated as plain. That is, there are usually only two harnesses necessary, and the warp threads are drawn in the regular order, the cord being formed by the harnesses remaining stationary while a number of picks are being placed in the same shade. Some times the take-up pawl is lifted when the cord is being formed, thus placing in the cloth more picks than the loom pick gear would inidcate, while at other times the pawl is not liftted the natural tendency of the weave forcing the picks into a cord when the harneses remain stationary. The above policy is adopted where an ordinary loom is used and where only one size of filling yarn can be woven.

Dobby looms are most always used

(Continued on Page 31)

Mills Urged To Study Styles

Washington, June 5.—Recognition by the Department of Commerce of the fact that fashions play an important part in determining the sales of textile fabrics is evidenced in the report, issued today, of Assistant Trade Commissioner C. G. Isaacs, stationed at London, who was especially assigned by the department to visit and study the spring fashion openings in Paris.

In summing up his impressions as gained during this visit, Commissioner Isaacs declares that "an intelligent study of style requirements should aid American manufacturers to avoid much waste in distribution." He then points out the great part played by the co-operation between French fabric producers and the couture firms in enabling Paris to maintain its fashion supremacy.

"Paris," he emphasizes, "has held its position as the leading creator of fashions in women's clothing largely as a result of the close co-operation between the producer of fabrics and the dressmaking establishments.

"The designer with a new idea goes to the cloth manufacturer who attempts to construct the imaginary fabric from the designer's usually rather vague description—probably a conglomeration of ideas gathered at various fashionable resorts, St. Moritz, Longchamp, Venice, or San Sebastian.

"It may be a success or failure, but the manufacturer takes the risk. Cloth for several models is woven and, if they are accepted by women of fashion, the manufacturer's output is not only quickly sold out, but others begin producing similar fabrics.

"Sometimes, the process is reversed, the manufacturer designing the material and offering it to the dressmaker for trial. This close friendly collaboration for exploiting new fabrics is one of the factors which has made Paris the world's style center.

"Years of study of women's desires, however, have given the French a peculiar aptitude for sensing the trend of demand long enough in advance to produce at the psychological moment.

"One of the largest British firms specializing in cotton has for many years recognized the importance of Paris as a source of new textile designs. This concern pays a French silk manufacturer 10,000 francs annually for small clippings of new materials. It also employs about 20 designers who are located in Paris and afforded every facility for studying new style tendencies and designs with a view to adapting them to goods fo rthe British home and export trade.

"In preparing the motifs for foreign markets, the designers are aided by ideas and sketches submittde by scouting parties who at present operate in the Levant, the United States, the Far East, Egypt and other African countries. One of the oldest libraries of designs, including some dating back to 1815, is also maintained for ready reference.

"It is claimed that the atmosphere of Paris and its environment is particularly conducive to the production of new motifs, and that the same designers have met with little success when they attempted to work in Manchester.

"Colors do not rotate in a cycle. In the field of color, modern art exerts a considerable influence. The vogue of pastel shades this spring and summer is largely a reflection of the dominant tones used in the paintings of several popular Parisian artists.

"During the preceding two years, somber shades, more particularly black, had been favored. This was attributed by a French designer largely to the fact that many women were in mourning as a result of the war.

"Recently, a Paris milliner produced a few hats in a fuchsia shade. Women accepted the color, which was soon seen everywhere in Paris, on the boulevards and race courses, in both hats and growns.

"Adaptations of classical and natual designs—varying from large checks, squares or other rather symmetrical figures to large floral motifs, sometimes woven into the fabric in the better materials but more often printed—were the ones most commonly observed in Paris during the spring openings.

"The effects of the international mental diversion, cross-word puzzles, seems to be reflected in the large squares. Futuristic designs continue to be popular, some of them being rather grotesque; other designs imitate a new style of French painting, described as 'abstracting the essence of a subject,' which often produces rather weird effects.

"Rayon is being offered in a fine rep and in many combination fabrics, and designers agree that the use of this fiber is still in the initial stages of development.

"One manufacturer has produced a soft lightweight cotton-back velvet with a rayon pile whch falls at an angle and gives the fabric an unusual sheen or luster. This is offered in plain colors and printed designs. One dressmaking house is very optimistic as regards the acceptance of this fabric for all use, and has secured an option of the manufacturer's entire output.

"Another fall fabric, the major portion of which is rayon, is a heavy crepe de Chine. In woolens, jersey kasha, Scotch patterns toned down to pastel shades and English weaves for sport are popular.

"Another lightweight wool fabric whcih is gaining in favor is 'frisca,' which is woven of tightly twisted yarns in a rather loose and open construction. In sports suits, it appears that the tailored costume of woven materials has to a considerable extent supplanted the knitted garment.

"Both hand and machine-made lace is being used more freely for afternoon and evening gowns and sound the note that, in these, some of the former simplicity is being abandoned for more elaborate effects."

Cotton Mill Processes and Calculations

By D. A. Tompkins.

Copy Revised for Third Edition.

CHAPTER II.

The Picker Room

(Continued from Last Week)

In the operation of the mill there is some stock wasted at each of the processes. This waste is carefully kept in boxes or bags, and such as is good enough is returned to the picker room for mixing with new stock and re-working. Waste from the pickers themselves consists mostly of motes and trash that cannot be again worked. This waste is sold. Loose cotton which may be wasted throughout the mill is very easily mixed and re-worked, but stock in which some twist has been introduced is more difficult to handle. In any case, the waste must be carefully scattered through the pile, so that it may not introduce important differences in the stock. In a large mill there is always a machine for working over the waste and delivering it in a perfect fleece for mixing. Such machines are variously called "waste pickers," "waste openers," "waste cleaners," "thread extractors," etc. The best term, in accordance with the name given cotton preparers in general, is "waste picker."

7. There are special tools in the market for removing cotton ties from the bale, but the most common tool is a small, short crow bar. The bar is stuck under the tie near the buckle, and with a twist, the tie may be easily pulled out of buckle and taken off. Great care must be taken not to lose the small iron buckles in the loose cotton, as they would be disastrous to the machinery. A good plan is to count the buckles before removing them, and then count the number when the work is all done. A box for holding these buckles should be provided in the room. The ties and bagging should be carried out at once to the waste house. There the ties should be straightened out and scrubbed with a brick to remove dirt and adhering cotton. They may be doubled once and put up in bundles of 30, fastened together with wire or iron bands, and having strung on one tie the whole 30 buckles. This is the usual shape in which new ties are sold. If old ties are carefully cleaned and bundled, and finally dipped in hot coal tar, they may be sold for about the price of new ties.

The bagging when removed is always in bad condition, and it is not possible to put it in good shape to sell, except to local trade. It is full of small bits of lint, is often discolored with clay and with many marks, and it is always cut in several places, where samples have been drawn. It is usually rolled up, enough for five bales in a roll, and sold to neighboring ginners.

Opening and Methods of Conveying.

8. The last few years have brought forth many radical changes and improvements in the methods of handling stock in the opening room. The baling presses of today compress stock to a density of approximately thirty pounds per cubic foot. This stock, when properly opened for delivery to the lapper or picker, should have a density of about two pounds per cubic foot. Formerly the process of ageing cotton con-

(Continued on Page 18)

Practical Discussions By Practical Men

Cotton's First Use.

Editor:

Can someone tell me through your Discussion Page when cotton was first used? Learner.

How to Determine Yarn Number.

Editor:

I am finding your Discussion Page of much practical value and hope that more and more readers will take advantage of it. Here is a question I would like to see answered. Suppose I have a little yarn but not enough to make a full skein, how can I find the yarn number? C. P. M.

Equipvalent Yarn Count

Editor:

I recently saw an order for some 12s, three-ply yarn. On the order it stated "If you have no 12s three-ply, send its equivalent." What is meant, or rather how could the equivalent number be figured?

Young Spinner.

Answer to Spinner.

Editor:

To avoid slack ends on your warpers, be sure your skewers are not over-worn, and they should fill the hole of the spool fairly well. The hole in spools should not be over-worn. Where these things are wrong, slack ends will be plentiful. Spools that are not filled properly will also cause this, especially where they are over-filled in the middle of the spool and which is called bellying the spool. Hollow selvedges at each end of the section beams, as they are being filled, will cause the same thing. Over speeding warpers, unbalanced spool heads, wobbly beam heads, etc., are all causes for slack ends.

Smart Alec.

Answer to Slasher.

Editor:

Nothing can take the place of an all-wool slasher blanket on fine work and particular medium goods. For coarse work, and for goods which do not require especially refined quality, a cotton warp wool filled slasher blanket will answer the purpose. But, even so, the odds are in favor of the wool blanket. The purpose of the slasher blanket must be studied to realize the importance of a standard blanket. This blanket is supposed to be spongy and flexible—not hard and harsh like one made of part cotton would be. The wdol blanket surrounds the yarn better and allows the size to penetrate better.

Overseer Slashing.

Answer to Roll Coverer.

Editor:

Roll covering is the last place to cheapen the cost by using questionable cloth or leather. The best materials are the cheapest in the end. This also applies to the workmanship when covering rolls. Poor stuff and poor workmanship are poor combinations. Good stuff and poor workmanship is costly. Use light calf-skins for heavy work or coarse numbers and cheaper cloth material.

Dewey's sheep gray is all right for fine work, the same as any firm cushiony material would be. Avoid the straight seams. The seams of the cloth should be somewhat spiral instead of straight across the roll.

C. C. C.

Answer to Crimp.

Editor:

To increase the crimp more, have your filling spun as soft as possible. Remove all of the tension in the shuttle. Now open the loom shed as much as possible, and slightly cant the reed. That is, move the top of the reed back toward the loom beam, say, about one-half inch or more. When the yarn is beaten home, the combination of the above forces will increase the crimp to probably 10 per cent or more, depending on the local conditions. Having the reed thus tilted, when the pick is driven home or beaten up, it will have a tendency to crimp the yarn between the warp ends.

Try Try Again.

Yarn Variation.

Editor:

I would appreciate getting some information in spinning, as am having too much trouble with variation. Have weighed 20 bobbins on No. 14s yarns and the variation was from 12.95 to 15.62. We have 1,152 doublings in card room. Would like to know what causes this trouble. Thanking you in advance for this information. J. L.

Answer to New Overseer.

Editor:

I would like to try and help New Overseer. But am in doubt as to just how his rolls are drawing. He does not say whether the rolls are spewing the work out or whether they

are making cockled yarn or whether they seem to be drawing too much front and middle roll. Now there are two things that will make the rolls spew the work out. One is too much twist in roving and the other is where the staple is entirely to long for the way the rolls are set. Now if his trouble is cockled yarn then it may be more serious.

Thosands of pounds of yarn which otherwise would be good yarn may be made inferior by just one bale of cotton that gets in the mixing with a staple just a little longer than the rest of the bales.

Now the only remedy for this condition is to spread the rolls, But to do so we must sacrifice the breaking strength. Of course, if all the cotton is a little too long then to spread the rolls may give us greater breaking strength. But I am speaking about when only a little longer cotton gets in with the cotton for which our rolls are set. Now if this is the condition which confronts New Overseer or if his work spews out because the cotton is entirely too long, he can soon make sure of it by slipping back the back saddle so the middle of it rides on the back top roll leaving the middle roll with out any weight. If this overcomes the spewing on the cockle. Then he must spread his rolls. If it does not then there is too much twist in roving.

Cockled Yarn.

Spraying Cotton With Oil

RELATIVE to the process of spraying cotton with oil, which has received a great deal of attention by Southern mills since the meeting of the Operating Executives of Georgia, the following letter from Everett H. Hinckley, technical executive of the Borne, Scrymser Company, will be received with much interest:

"We have read with considerable interest your article on the use of 'Breton Minerol' Process as demonstrated to you at the Griffin Manufacturing Company. We are well pleased that they are being so successful in the use of our process and do not hesitate to state we believe their success is due to the fact that they have always taken our advice in reference to the application of the product and also have consistently used Breton Minerol E.

"We also notice article in your May 28th issue by a Mr. G. Von Tromp Govier, of the A. E. Staley Manufacturing Company. This article we are afraid is going to lead a good many Southern mills into more or less serious difficulty with spraying oils. Mr. Govier has written a very readable article and has included the whole gamut of oils of all sorts, to all of which we can see no objection. But, unfortunately, Mr. Govier's article is summed up with the recommendation of a sulphonated oil for this purpose. We presume this recommendation is due to the fact that he wants something on the yarn that will help corn starch in its sizing properties. Perhaps you would be interested to have us briefly review our idea of the various oils and their suitability:

"Of the fat oils there can be no question but what they should be excluded from the spraying of cotton on the basis that they tend to produce spontaneous combustion and therefore represent a distinct and great fire hazard. The underwriters, we are sure, would object seriously to anything of this sort, should it come to their knowledge. And in fact the inspection department of the Factory Mutual Laboratories have come out very emphatically on this point.

"The above remarks apply equally well to so-called stainless loom oil and other oils of that nature that are compounded with a certain proportion of fat. Wool oils in the compound naturally also fall in the same category. While such oils are not so harmful on wool because of the fact the wool fibre itself is most difficult to ignite and burn, on cotton they do represent a great hazard.

"Mineral oils of themselves, unless processed as our Breton Minerol E, are, of course, objectionable because of the fact they do not properly lubricate the fibre to begin with, and they also interfere with the subsequent dyeing and bleaching.

"There are also various blended oils which obtain their water emulsifying properties from the presence of large quantities of alcohol, which of course would be a most dangerous hazard when sprayed in a picker room.

"Sulphonated oils are objectionable to the manufacturer inasmuch as they are continually oxidizing and becoming more and more sticky as they lay on the fibre. This would mean that unless all the fibre were promptly drawn and spun different conditions would exist and finally it would become practically impossible to handle because of its stickiness. Outside of this fault they are seriously objectionable because they are strongly acid in nature and will therefore act upon the metallic parts which they meet, particularly the card wires, tending to destroy and corrode them. Sulphonated oils also as well as fat oils have a rather serious action upon the card clothing which would not be evident the first few weeks in which they are used, but in the course of a year would show untoward action.

"Therefore, you will see why we feel so sure that any oil other than our Breton Minerol E should not be used for this purpose. The above facts are placed before you because we know of your great interest in the spraying of cotton as an accessory to the successful manufacturing in Southern cotton mills.

"This is not written with any idea of influencing you in your opinion either way or raising a prejudice against our competitors' product, but is entirely personal and we know you will appreciate it as such.

"Doubtless you will be interested to know that our patents on the 'Breton Minerol' Process are nearly ready to issue, and that they will properly protect the users of our process from these untoward conditions."

Cotton Mill Processes and Calculations

(Continued from Page 15)

sisted of opening up several bales by hand and piling alternate layers in a bin. Here the fibers absorbed moisture from the air and gradually opened and straightened themselves. The objections to this method were that it was slow and required a large amount of floor space and hand labor. With the modern bale breaker there is no delay. Stock from several bales is directly placed in alternate layers onto the apron of the machine. Here the stock is thoroughly opened and aired, thus delivering it in excellent conditions for subsequent processes. The bale breaker is capable of handling effectively from ten to sixty bales per day.

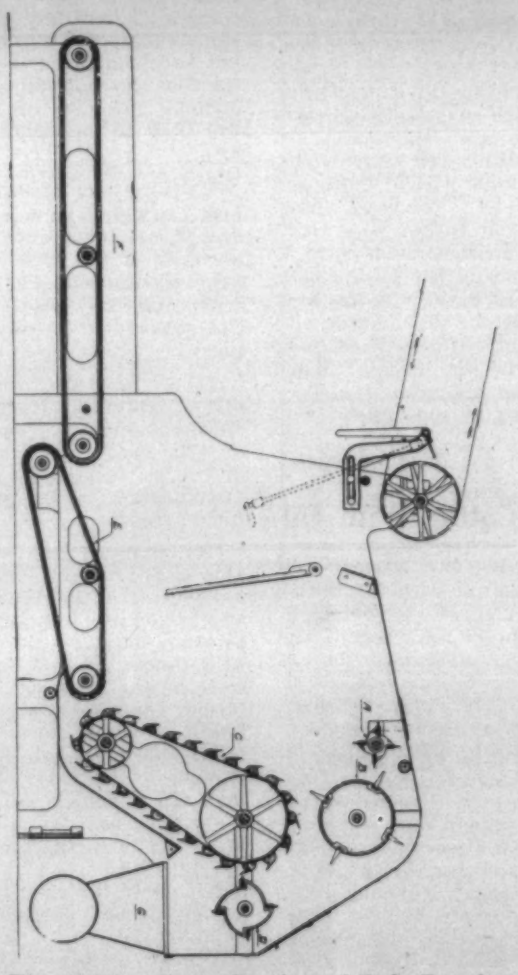

Fig. 2 (a)—Cross Section of Bale Breaker.

Cross Section of Bale Breaker, Fig. 2 (a).—Lettering.

A. Stripping Roll.
B. Pin Cylinder.
C. Pin Apron.
D. Doffer.
E. Bottom Apron.
F. Apron Extension.
G. Galvanized Iron Mouth.

9. Strictly speaking, the bale is "opened" when the ties and bagging are removed from the bale, and the cotton is torn off, but technically the opener is the first machine into which the cotton is fed. The term "picker" is a general term comprising all the beater machines, known individually as "openers" and as "lappers." The English use the word "scutcher" in place of "picker." They also call this machinery in general "blowing room machinery," from the fact that the machines all have fans or "blowers." These machines are always in a room apart from other machines, called by the

English the "blowing room," and by the Americans the "picker room."

Sometimes large mills cut open the bales of cotton in a warehouse, situated at some distance from the mill. They have a galvanized iron pipe leading from warehouse to picker room. A suction fan in picker room sucks the loose cotton from warehouse, and delivers it to the feeder of the opening machine. This is a very excellent plan. It economizes room in the mill proper, and it keeps the mass of loose open cotton at some distance from running machinery, and is thus in less danger of fire.

It is now common practice to connect the bale breaker directly to a vertical opener. The stock is usually carried from one machine to the other through a conveying pipe by means of a current of air.

The vertical opener is the type of machine most used at present. The object of the vertical opener, which is to thoroughly clean the fibers without injuring them, is accomplished by carrying the stock over a large grid surface by means of a conical cylinder. The amount of cleaning can be controlled by adjusting the grids, by raising or lowering the cylinder through means of an adjustment provided, and by varying the speed of the cylinder. A sectional view of a vertical opener with apron delivery is shown in Fig. 2 (b).

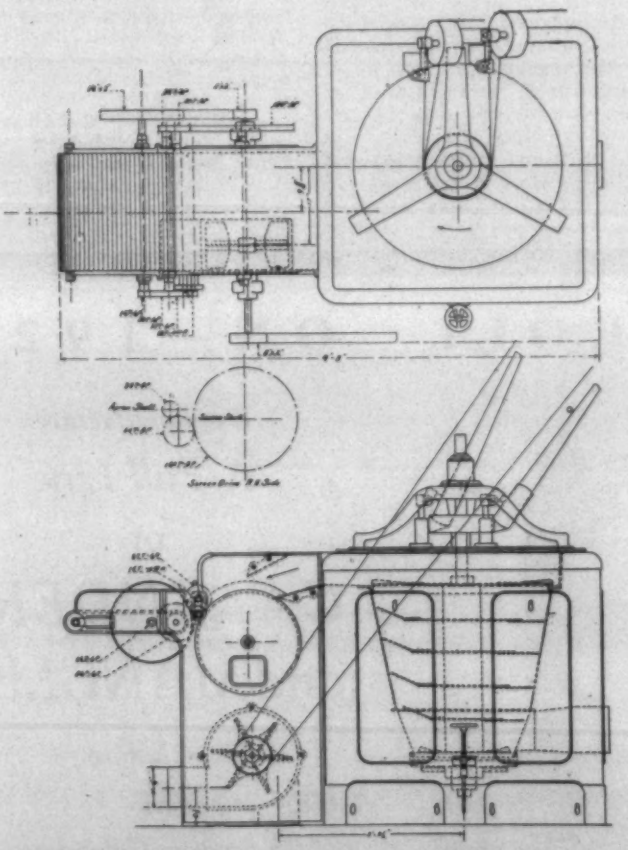

Fig. 2 (b). Sectional View Vertical Opener with Apron Delivery

The cotton from the opener is carried along a trunk to the automatic distributor by means of an air-current that is generated by a fan. There are various forms of trunks: (1). plain conducting trunks, (2). horizontal cleaning trunks, (3). inclined cleaning trunks. The most improved type perhaps is the automatic cleaning trunk. This machine has for its object the removing of loose dust and leaf, from the cotton in its passage from opener to automatic distributor. The principal feature of this piece of equipment is its "all-metal" fire-proof construction, which reduces the amount of

(Continued on Page 27)

Design in Rayon

IN rayon silk we have a textile material produced in a way undreamed of in earlier ages, just as in aniline dyes we tap a source of color almost unimaginable a few generations since. It seems a long way from sheep-clipping and gathering herbs for dyes to the use of wood pulp and coal tar as raw materials for cloth and its coloring. Some people would say it is too far from nature for the results to be good. Ruskin, anxious to condemn the Greek fret as an ornamental motive, found it unworthy because he knew nothing in nature resembling it except the crystals of bismuth; and bismuth crystals, he thought, were too unfamiliar to afford lawful suggestions to the artist. We find this reasoning a little too fanticful nowadays, and we shall hardly condemn a new material or a new process merely because it is more highly artificial than its immediate predecessors. After all, the whole development of modern industry from the handicraft processes it superseded is a smaller advance, though a far swifter one than those inventions of looms of lathes, or of potter's wheels that man somehow developed out of nothing during earlier ages.

The artist, however, has one principal concern with any craft or industry—that is, that its product shall be beautiful—and he has the right to examine every new invention from this special standpoint. His criticism, for instance, of the early aniline dyes, that they were ugly and fugitive, was a perfectly sound one, and it is sound, too, for him to criticise those producers of manufactured articles who rush to adopt a new process merely for the sake of the cheapness or quantity of the product. It is on this basis that the artist's criticism of much mechanical production rests. The old craftsman, who was often designer, producer, and seller of his fabric all in one, could hardly fail to be moved by some pride in his workmanship and some concern for the beauty and quality of his product. His inventiveness was generally in the interests of quality or beauty. Modern mechanical inventiveness has been mostly directed towards attaining cheapness and quantity of production. The producer and the artist, no longer united in the same person, have gone on divergent roads and are only now beginning to renew acquaintance with each other. But essentially the producer is concerned with ease of production and the designer with beauty. What is important to consider is that in good work the two ends are not inconsistent with each other; and this is now being more generally recognized.

We can at the moment leave the producer, with all the modern resources of inventiveness at his disposal, to look after his side of the partnership. The artist's concern with a new material like rayon is, first, with its intrinsic qualities—whether it is beautiful or otherwise and whether it is serviceable—and, second, with the way in which those qualities may be used to serve the purposes of decoration and how far they can be enhanced by appropriate decoration. The qualities which rayon possesses most conspicuously are those of texture, lustre, and the capacity to display strong color. It is firm and solid to handle, and consequently when the threads are massed together they form solid, telling patches of color.

At present the slight brittleness of its substance causes, as is well known, limitations to its possibilities in weaving which narrow the scope of the designer as well as of the manufacturer. These difficulties have been met in one way by the use of the knitting machine, and the type of fabric thus produced calls for decoration appropriate to itself. This decoration may be given in the process of knitting the fabric by breaking up the surface with stripes in the texture of the stuff itself or by the production of fancy textures of various kinds. Where these knitted fabrics are to be decorated by printing, their open texture demands patterns that are simple in form and broad in coloring. Any small details or aimless wandering lines would be lost in the meshes of the stuff and would confuse, not add to, the design.

When ever rayon is used to enrich the appearance of cotton cloth, as it is now used in a good many dress materials and other fabrics, it is probably most effective when it is introduced as extra to the main structure of the fabric. It contrasts by its texture and lustre with the cloth itself, and it does this most effectively when it is allowed to tell in bold relief in solid lines and masses, whether these are broad or narrow, small or large. When it is extra to the main fabric it can, of course, be used in longer floats, and so may tell more solidly without endangering the strength of the fabric.

Although straight lines, straight bands, and rectangles of color might seem to be very simple elements of decoration if cloth were always to be viewed as so much

flat surface, we have to remember that the cloth when in use will hang in folds of varying size and sharpness. On these folded surfaces very simple elements of pattern are capable of giving effects of much variety and beauty, enhancing the fold by following its contours. And, when we consider the opportunity for strong contrasts of color which such arrangements give, we realize how much can be done in the way of decoration, even when strict limitations are imposed on the pattern. It can never be too often remembered in designing for textile fabrics that the pattern of the design is not an end in itself. The end properly to be kept in view is the finished fabric, and not only the fabric, but the fabric in use. Everything in a design that is ineffective when the cloth is put to its intended use is so much waste effort; the simplest, most elementary decoration which tells in an appropriate way is preferable.

Perhaps this is why the patterns on woven fabrics, though not always very interesting, especially in color, less often offend the eyes than do some printed patterns. The process of printing imposes fewer limitations on the designer; he can put on cloth almost anything he likes. His decoration is applied; it is not part of the fabric itself. He can print beautiful and appropriate things that have a freedom and liveliness impossible in a woven pattern. He can also print entirely inappropriate things—even portraits or landscapes if he wishes. The weaver, on the other hand, is constantly limited by his method of manufacture, yet his limitations become his safeguard and his strength. There are some mistakes of taste which he can not make even if he wishes.

What applies to ordinary fabrics applies equally to those made of or decorated with rayon. Even the limitations of the material may be a source of strength and fitness in design. They suggest the direction in which appropriate design should follow—the emphasis of all those qualities which artificial silk especially possesses and which we have already mentioned—its texture and its possibilities of giving varied surfaces in fabrics, its lustre, and its capacity to display strong, solid color. Probably the greatest need of all in designing for rayon silk is the need to develop a knowledge of and a sensitiveness to the possibilities of color. Artificial silk possesses advantages in starting so late in the history of tevtile production by mechanical power. It inherits the results of generations of experiment in design which have taught us a good deal about what is inappropriate and what is appropriate.—Manchester Guardian.

Summer School of Cotton Classing

The summer school of the North Carolina State College at Raleigh, has announced a special six weeks intensive course in Cotton Classing, commencing June 15.

After much persuasion on the part of the college, Mr. A. W. Palmer, Chief of the Division of Cotton Marketing, U. S. Department of Agriculture, finally consented to loan the services of Mr. R. L. Kause, one of the few men who direct the preparation of the "Universal Cotton Standards" that are now adopted as official in all the important cotton markets of the world. The college is thus offering a rare opportunity to all those engaged in the cotton industry of the state.

Need of Knowledge.

The demand for knowledge of cotton grading and stapling has been growing from year to year, many inquiries are received by the college as how this training can be secured. Expert training in cotton classing is becoming more imperative in the satisfactory marketing of cotton. As methods are perfected, the need for expert training in this work becomes more apparent.

To be a successful producer, buyer, broker, warehouse manager or mill buyer, a man must be more or less skilled in the classing of cotton and have a thorough understanding of the official types for grade and staple.

Purpose of Work.

The summer school of cotton classing has been organized with the following purposes in view:

To assist young men preparing to enter business of cotton.

To further the knowledge of those who have had some previous experience in cotton classing.

To train cotton growers to market their cotton intelligently and profitably.

To offer buyers, brokers, warehouse managers, mill men and others, an opportunity to review the recent standards, especially as they are applied to the descriptive grades and off-colored cottons.

The Course.

The course will be delivered by Professor W. H. Darst, assisted by J. B. Cotner, who will conduct general lectures on cotton varieties, cotton improvement, ginning, marketing, warehousing, bookkeeping, domestic and export shipments. The major portion of the time, however, will be used in actual grading and stapling under the expert direction of Mr. Kause and Professor Cotner. A complete set of the universal types for grade and staple will be furnished by the Government. The college has samples of several bales of last year's cotton for use in the practice work. These samples have been selected to represent the widest possible range of grade and staple produced in the state of North Carolina. Many of these samples illustrate the various descriptive grades, as well as the spotted, tinged, stained and offcolored white cottons.

Most cotton buyers of today have learned to class or value cotton only after years of experience in the business. Without a doubt this course offers much of the training of an experienced classer without the loss of time and money, so often experienced by those who have not had this opportunity.

SOUTHERN TEXTILE BULLETIN

Member of Audit Bureau of Circulations
Member of Associated Business Papers, Inc.

Published Every Thursday By
CLARK PUBLISHING COMPANY
Offices: 39-41 S. Church St., Charlotte, N. C.

THURSDAY, JUNE 11, 1925

DAVID CLARK ..... *Managing Editor*
D. H. HILL, JR. ..... *Associate Editor*
JUNIUS M. SMITH ..... *Business Manager*

SUBSCRIPTION

One year, payable in advance	$2.00
Other Countries in Postal Union	4.00
Single Copies	.10

Contributions on subjects pertaining to cotton, its manufacture and distribution, are requested. Contributed articles do not necessarily reflect the opinion of the publishers. Items pertaining to new mills, extensions, etc., are solicited.

ADVERTISING

Advertising rates furnished upon application.
Address all communications and make all drafts, checks and money orders payable to Clark Publishing Company, Charlotte, N. C.

Curtailment Program Popular

WHILE we have not yet secured the curtailment pledges of the desired 10,000,000 spindles, we have reached approximately 8,0000,000, and expect to secure the necessary 2,000,000 additional at an early date.

While in New York last week we visited most of the selling agents of cotton goods and found our plan to have attracted unusual interest and to be very popular.

One of the leading "business conditions reporting services" has declared that while it was too greatly delayed, the organized curtailment movement will eventually mean prosperity for the cotton mills of the country.

The ruling of the United States Supreme Court last week to the effect that trade associations can collect and disseminate statistics relative to cost of production, stocks on hand and prices of actual sales, came at a very fortunate time and has done much to strengthen weak kneed manufacturers in their decision to curtail production.

A dispatch from Washington as published in the New York Times says:

> The ruling is timely for the manufacturers of cotton goods who have been agitating the gathering of such statistics for their trade as one method of giving the goods producers a better line on actual production. Over-production of cotton goods, it is asserted by trade leaders, has been responsible for tthe current apathetic market and the softness of prices, which are declared to be unprofitable.
>
> Whether the organized curtailment that is proposed for the Southern mills will be a violation of the law has received no comment in officials circles in Washington so far as can be learned. Apparently, under the Supreme Court's decision, unless the basis for an actual agreement to curtail production in an effort to influence prices, there is no violation of the law.

There is not the slightest danger of Government disapproval of our effort to secure curtailment in an industry that is operating upon a loss basis.

The mills that have not already signified their intention to curtail should be unselfish enough to join us in this movement.

Not a Mill Failure

MUCH comment has been made relative to the financial troubles of the Consolidated Textile Corporation and the failure of its subsidiary, the B. B. & R. Knight Mills.

It is unfair to credit this failure to the textile industry, as in our opinion it should be charged to bankers and to the Chase National Bank of New York in particular.

The very unwise purchase of the old plants of the B. B. & R. Knight Company was dictated by the Chase National Bank and they issued and sold preferred stock of the Consolidated Textile Corporation for almost as much as the exorbitant price that was paid for the mills.

It is assumed that the Chase National Bank received the usual commission for selling the preferred stock and while the purchase of the B. B. & R. Knight plant wrecked the Consolidated Textile Corporation it profited the Chase National Bank.

In our opinion the credit for the troubles of the Consolidated should be placed upon the shoulders of their bankers.

Too Much Thrift?

THAT the gospel of thrift has somewhat over-reached itself in this country is the interesting theory advanced by Virgil Jordon, writing in the current issue of the Baltic-Scandinavian Trade Review. "It is true," he points out, "that the working classes are spending more in certain respects. Comparatively more money is being spent for sundries and amusements than for food and clothing today, but in addition to this is the fact that wage earners are saving more than ever before in history. Total savings increased from $8,425,000,000 in 1912 to $18,018,000,000 in 1923, an increase of 114 per cent." When to this is added the enormous volume of life insurance and security investments, which have gone to increase producing power, he asks if it might not be better for industry if a little more was to be spent and a little less saved.

The Cincinnati Times-Star says that saving depositors have increased in numbers since 1912 from 12,584,000 to 38,867,000, while their accounts have climbed in amount from $8,125,000,000 to $20,873,000,000.. These are the remarkable figures vouched for by the American Bankers' Association. In addition to the depositors there are 18,000,000 policy holders with insurance of nearly $40,000,000,000 in force.

The men who go about parrot-like repeating the statement that the reason people do not buy cotton goods is that they are spending all of their money paying installments on automobiles will find themselves hard pressed to explain why the automobile payments do not prevent the same people from piling up saving deposits.

Textile Industry Not Alone

DURING the first three days of last week we were in attendance, at Absecon, N. J., upon a meeting of the Associated Business Papers and there were present at that meeting the owners and executives of the leading trade papers in the United States and Canada.

They were men who know their industries as we know the textile industry of the South.

In conversation with them we learned that, in many industries, exactly the same conditions prevail as in the textile industry; that is, orders are not in sufficient volume to keep the plants in operation.

It seems that the textile industry is in the same boat with many others and the owners of the leading journals of those industries are unable to explain the situation or offer a solution.

Relation of Worth Street to Wall Street

WORTH Street is the great cotton goods section of New York and Wall Street is recognized as the financial center.

A well known financial writer has the following to say relative to their relations:

> And if you come to think of it, there is a close analogy between the two salutations for Worth street and Wall street are not very far apart. Worth street's worries are quickly transferred to Wall street through the telepathy of the ticker, and when Wall street begins to worry the worst is yet to come to Worth street. But when Wall street brightens up it is usually a pretty good hint to Worth street to brace up, and if we are to take the word of the downtown diagnosticians, the word of good cheer is on its way uptown.

The Cotton Outlook

ONE of the most logical and common-sense views of the cotton situation we have seen in some time is contained in the following extracts from a market review by Pynchon & Co., of New York.

> Cotton's friends are few; it enemies legion. Indications of even potentially bearish significance find eager translators, who, with unbounded enthuiasm, see in increased acreage a prospective yield of enormous proportions.
>
> The question of acreage cannot be entirely disregarded, though its relation to ultimate production is often but illusionary, coupled with favorable growing conditions and the ability of the planter to promptly perform his part, acreage under cultivation could be interpreted in terms of cotton bales, with no little accuracy. However, with limited finances and insufficient help, the yield may be small resultant from inadequate cultivation.
>
> We were frequently advised that the area under cultivation a year ago was the maximum which properly could be attended. The extraordinary dry period eliminated to a great extent all necessity for intensive cultivation, as did nature rather than man's endeavors retard the weevil's onslaught. We are advised that reliance to a great extent rests once more upon nature for protection against the weevil's pernicious activities.
>
> No man knows with positive assurance what future developments may be, though it might appear as a reasonable deduction that if there is need this season for an unusual amount of field work that help for such endeavors may be found inadequate.
>
> Conditions in the various spot cotton markets are rather generally recognized as unusually strong and the carryover or reserve to be taken into next season, bids fair once more to be small, even to a degree which could be characterized as dangerously insufficient.

Cotton Spinning Activities in United States

The United States cotton-spinning industry operated at 99 per cent of its single-shift capacity during the first four months of 1925, compared with 86.3 per cent and 108.7 per cent for the corresponding periods of 1924 and 1923, respectively. During January to April, inclusive, the entire United States was 8,369,000,000 in 1925 compared with 7,323,000,000 for 1924 and 9,010,000,000 in 1923. For the same period, the monthly consumption by the mills in the United States average 580,000 bales in 1925, compared with 513,000 in 1924 and 594,000 in 1923.

Despite the fact that the 1925 activity for the entire country compares very favorably with 1923, a good year, the improvement has been largely confined to the South while New England operations have been considerably below those of 1923. For the four months under consideration, the monthly average of active spindle hours reported by the mills in the cotton-growing States was 5,078,000,000 in 1925 as against 4,425,000,000 in 1924 and 4,875,000,000 in 1923. Comparative figures for New England mills showed 2,939,000,000 in 1923. While the 1925 average exceeded that of 1923 by 4.2 per cent in the case of the cotton-growing States, the New England average was 20 per cent below that of 1923.

Personal News

George Martin has resigned as assistant master mechanic Willingham Cotton Mill, Macon, Ga.

G. W. Holdsclaw has resigned as second hand in carding at the Highland Park Mill No. 1, Charlotte. N. C.

C. L. Curley is now second hand in carding at the Highland Park Mill No. 1, Charlotte, N. C.

T. N. Crocker has resigned as superiintendent of the Joanna Mills, Goldville, S. C.

J. C. McQueen has been promoted to second hand in night weaving at the Aileen Mills, Biscoe, N. C.

Charles Haner, of Spray, N. C., has become night overseer of weaving at the Aileen Mills, Biscoe, N. C.

H. E. Bates has resigned as superintendent of the Deep River Mills, Randleman, N. C.

J. W. Reeves, of Greenville, S. C., has become assistant master mechanic at the Willingham Cotton Mill, Macon, Ga.

J. J. Canup, Pendleton, S. C.,has become night overseer of spinning at the Victor-Monaghan Mills, Walhalla, S. C.

E. M. Spry has been promoted from overseer of weaving to superintendent of the Holt-Granite-Puritatn Mills, Fayetteville, N. C.

A. B. Jackson has been promoted from second hand to overseer of weaving at the Holt-Granite-Puritan Mills, Fayetteville, N. C.

G. L. Moore,formerly of the Duncan Mills, Greenville, S. C., has become overseer of weaving and cloth room at the Kenneth Cotton Mills, Walhalla, S. C.

E. G. Waits has resigned as overseer carding at the Oakland Mills, Newberry, S. C., to become superintendent of the Joanna Mills, Goldville, S. C.

G. R. Hooper has resigned as superintendent of the Jewell Mills, Thomasville, N. C., and accepted a similar position at the Clover Cotton Mills, Clover, S. C.

J. F. Ferguson has resigned as overseer spinning at the Avon Mills, Gastonia, N. C., and accepted a similar position at the Rex Spinning Company, Ranlo, N. C.

T. W. Harvey, superintendent of the Rodman-Heath Cotton Mills, Waxhaw, N. C., has moved his family to that place from Millen, Ga., their former home.

L. J. Grady has resigned as master mechanic of the Lullwater Manufacturing Company, Greenville, S. C., to accept the position of master machanic and chief engineer at the Willingham Cotton Mill, Macon, Ga.

John W. Long has resigned as superinendent of the Clover Cotton Mills, Clover, S. C., and accepted a similar position at the Johnston Manufacturing Co., North Charlotte.

W. B. Williams has resigned as night overseer at the Inverness Mills, Winston-Salem, N. C., and accepted a similar position at the Buffalo plant of the Union-Buffalo Mills, Buffalo, S. C.

J. W. McElhannon has resigned as superintendent of the Holt-Granite-Puritan Mills, Fayetteville, N. C., to become general superintendent of the Deep River Mills Randleman, N. C.

L. G. Hooper has resigned as superintendent of the Johnston Manufacturing Company, North Charlotte, N. C., and acepted a similar position at the Jewell Mill, Thomasville, N. C.

Wins Textile Medal.

Raleigh, N. C.—James Edward Webber, of Morganton, carried off honors in the State College finals, winning the medal in the annual senior oratorical contest and also the textile medal given by the National Association of Cotton Manufacturers. Mr. Webber's oration was entitled, "A Square Deal in Industry."

Phillips Visits Texas.

J. L. Phillips, traveling representative of the Southern Textile Bulletin has just returned from a very interesting and successful trip through Texas. He visited the mills at Dallas ,McKinney, Sherman, Bonham, Brenham, Dennison, West, Waco, Forth Worth, Hillsboro, Gonzales, San Antonio, Cuero, New Braunfels and Houston.

Mr. Phillips reported that the people of Texas are thoroughly interested in increasing their textile industry and that the whole State seems alive to the possibilities of cotton manufacturing. There are many rumors of new mills to be built and indications are that Texas is entering an era of active mill building.

While in Texas Mr. Phillips met many old friends he had previously known in the mills of the Carolinas, Georgia and Alabama. Among them were: A. L. Whetstone, superintendent of the Dallas Textile Mills; W. S. Morton, superintendent of the Dallas Cotton Mills; C. S. Tatum, superintendent of the Consolidated Textile Corp., at Bonham; J. W. Wilson, superintendent of the Gaudalupe Cotton Mills, Cuero; D .D. Towers, superintendent of the Worth Mills, Fort Worth; D. H. Poole, superintendent of the Sherman Manufacturing Company, Sherman and G. C. Dilling, superintendent of the Brazos Valley Mills, West.

MILL NEWS ITEMS OF INTEREST

Yoakum, Tex.—It is reported that C. Mankin, of Liberty Hill, will establish a knitting mill here.

Pine Bluff, Ark.—The Arkansas Textile Company, operating a knitting mill here, has increased its capital stock and plans to install 6,000 additional spindles, and additional knitting and finishing machinery.

Clover, S. C.—The Crosingham Knitting Mills, of 243 Ashmore street, Germantown, Pa., are moving their mill to this place. The company has 100 knitting machines, bleaching and dyeing equipment. F. C. Goodwin is president.

Tuscaloosa, Ala.—The Oak Knitting Company, of Syracuse, N. Y., has completed arrangements for moving its mill here. The company has 135 knitting machines for producing underwear. A. G. Velasco is president and treasurer.

Valdese, N. C.—The Waldension Weavers, Inc., has a part of the new plant in operation, producing cotton and rayon mixed draperies in 36 and 42-inch widths. It is expected that the equipment of the mill, which now has 85 looms, will be doubled within a year. F. Garrou is president of the mill company.

Cowpens, S. C.—The Moore Cotton Mills, which have been operating as a partnership, have been incorporated by W. A. Moore, W. M. Moore, Lindsay Padgett and C. T. Vassy. Malcom Moore is president. The company took over the Daniel Morgan Mills last year.

Rossville, Ga.—The National Yarn and Processing Company, has let contract to Mark K. Wilson Co., Chattanooga, Tenn, for erection of its plant, and has awarded contract to Fred Cantrell, Chattanooga, for heating, sprinkler system, plumbing and electrical work.

Anderson, S. C.—Specifications have been completed, and bids will be received on June 15, in Greenville, for an extension to the Gluck Mill. The extension it is proposed to erect will be 75 by 150 feet in dimension, and one story in height.

The addition to the warehouse will be 100 by 50 feet in dimension and two stories in height.

Shannon, Ga.—The contract for the erection of the new Southern plant of the Brighton Mills has been let to Fiske-Carter Construction Company, of Greenville. Work will be started within a short time.

The weave shed is to be 153x503 feet, one story. The spinning room will be two stories, 134x305. The warehouse will be 100x250 feet and in addition there will be a boiler room and office building.

The mill will have 25,000 spindles which will be shipped from the Brighton Mills, Passaic, N. J.

Asheboro, N. C.—The new Parks Hosiery Mill has been started on full time. J. M. Sams will be superintendent.

Catawba, N. C.—Dr. C. A. Little has let contract for building a mill 36x70 feet which will be occupied by the Elliott Knitting Mills, of Hickory.

Chattanooga, Tenn.—Contract for the erection of the new full-fashioned hosiery mill of the Davenport Hosiery Mills, recently described in these columns, will be let through Lockwood, Greene & Co., Engineers, Atlanta, within a short time.

Salisbury, N. C.—Charles H. Rutledge of Salisbury and China Grove, who was recently reported as interested in a plan to establish a large cotton mill at Jacksonville, Florida, states that he has abandoned the project.

Shelby, N. C.—Construction of the plant and village of the Shelby Cloth Mill is progressing rapidly. The roof is now being put on the mill building and work in the village is almost completed. The company, which was organized here by E. T. Switzer some months ago will weave fine cotton fabrics.

Belmont, N. C.—The new mercerizing company organized here by the Lineberger-Stowe interests, has been incorporated as the Belmont Processing Company, and has an authorized capital of $2,000,000. The incorporators are A. C. Linberger, R. L. and S. P. Stowe and J. M. Hatch, all of Belmont and D. E. Rhyne, of Lincolnton.

The plant will be located on the Belmont side of the river and will be sufficiently large to process the output of the 12 yarn mills here.

San Antonio, Tex.—The Lone Star Cotton Mill, located here has been placed on the market by its owners, the San Antonio Loan & Trust Co.

It comprises a plant of six buildings of brick and stone, as nearly fireproof as it is possible to make it, and has a floor space of 57,000 square feet. The buildings are located on a four-acre tract. It has facilities for the operation of a 10,000 spindle cotton mill.

The San Antonio Loan & Trust Co. acquired the cotton mill a year ago when it filed voluntary petition in bankruptcy and the mill was awarded the loan company to cover loans advanced to it. It was in operation for a short time, and then closed.

Belmont, N. C.—The organization meeting of the Belmont Fabric Company, the new weave mill for Belmont, was held Friday afternoon at the mill. The following officers were elected: President, A. C. Linberger;

vice presidents, R. L. Stowe and D. E. Rhyne, the latter of Lincolnton; H. A. Rhyne, Mount Holly, secretary and treasurer. These officers constitute the board of directors with the assistance of the following: S. P. Stowe, Elliott W. Reid, of Savannah, and Frank Cuddy. Mr. Cuddy will be superintendent of the mill. He is from Canada and is an experienced man in the weave mill line. He has arrived in Belmont and will move his family here later in the summer.

Officials of the mill were authorized to begin work on the mill buildings at once. A site has already been bought just north of the city limits and everything is in readiness for the work to begin.

Forty Japanese Mills Curtail.

Shanghai, China.—Another organized closing by more than 40 textile mills specializing in Awa cotton crepe has recently been started in Japan at Natorigun, near Kobe, and will continue until June 21.

Curtailment of output had been going on for some time in that locality, as in Tokushima and the neighborhood, where the industry is almost dead, except for the mills specializing in wide cloth. The current price paid for other cloth at around 1 yen is far short of costs, it is stated.

Bankruptcy Petition Against B. B. and R. Knight, Inc.

Boston, June 4.—An involuntary petition in bankruptcy was filed today against B. B. & R. Knight, Inc., of 53 State street, Boston, on claims filed by the following creditors: Clifford E. Dunn, Short Hillis, N. J., $776; C. G. Burgoyne, Inc., New York city, $154; Bradford Co., New York city, $180.

H. B. Stimson, secretary of B. B. & R. Knight, Inc., when asked for a statement in the filing of an involuntary bankruptcy petition against the corporation in Boston, referred all inquiries to Henry R. Stern, of Rushmore, Bisbee & Stern, the company's attorneys.

Mr. Stern, however, when asked what this firm expected to do in connection with any possible plan of reorganization, said that there is nothing definite he could statte today about any proposition of adjustment, because "things are as yet premature."

Counsel explained that while the firm has nothing definite in mind at the present time, the next week will perhaps see the development of a concrete plan which will be both definite and authentic.

He pointed out that anything he might say now would at the best mere guesswork on his part, in that plans for reorganizing have not been discussed sufficiently, if at all, to warrant making them public.

Mr. Stern asked, therefore, to be excused from making any statement for qublication at this time, pointing out that the recent letter sent out by the bondholders' committee concerning a reorganization plan was also premature.

"Rather than give the public a wrong impression of what we hope to do, I feel that it is best that nothing be said about reorganization unail next week, perhaps on Thursday, when I hope, things will have reached a point where public announcement will be welcome." Mr. Stern said. "At the present, all we can do is assume an attitude of watchful waiting."

Col. G. Edward Buxton, vice-president and treasurer of the company, was named receiver for the corporation last Friday by the State Court in Providence on the petition of a preferred stockholder.

9,097 Textile Workers for Each Million People.

Statistics made public by the Department of Labor showing the trend of occupations as measured by the population of the United States, disclose that in 1850, 1,925 workers per 1,000,000 of population were engaged in the textile industry, as compared with 9,097 per 1,000,000 at the close of the census year, 1920.

Of the actual number of wage earners employed in the textile industries in 1850, 92,286 were employed in the cotton goods industry, 45,438 in the woolen goods, 1,723 in the silk goods, and 2,325 i nthe hosiery and knit goods industries.

The last complete census of manufacturers, taken in 1921, shows that there were 425,935 actual wage earners in the cotton goods industry, 190,948 in the woolen goods, 121,948 in the silk goods industry, and 162,078 in the hosiery and knit goods industries.

Polish Textile Mills Move to Rumania.

Various units of the Polish textile industry are moving to other countries, especially to Rumania, according to local press reports. It is claimed by transferring their machienry and staff to Rumania, manufacturers can have the benefit of Government assistance in that country and can, thereby, transform a difficult export market inta an easy domestic one. Rumania is one of Poland's best export outlets for textiles, having taken about 30 per cent of the total exports in .1924. One Polish mill which transferred its equipment to Rumania is at present reported to be working on three shifts with its entire production contrated for four months in advance. The smaller plants, which have been hardest hit by the recent depression, will undoubtedly consider such a move rather than go out of business. (Acting Commercial Attache Leighton W. Rogers, Warsaw.)

Social Workers Meet

The seventh annual convention of the Southern Textile Social Service Association opens in Charlotte June 11, 12 and 13. This organization draws its membership from men and women who are interested and engaged in any kind of social endeavor in textile centers. Pastors of churches in textile communities, teachers of mill schools, nurses, Y. M. C. A. secretaries, doctors, community workers and mill officials are always in attendance at the conventions. The association was organized at Greenville, S. C., in 1918, and in addition to the meeting held in that city, conventions have been held at Rock Hill, S. C., Spartanburg, S. C., Gastonia, N. C., Greensboro, N. C., and Columbia, S. C.

The convention will be self-entertaining. The sessions will be held at Queens College, and it is fully expected that from 100 to 200 persons, representing practically all the larger Southern mills, will be in attendance.

The first session was held on the evening of June 11 and Charlotte people were asked to furnish the program in a large measure the first evening. Some of the speakers who will deliver addresses at one or more of the sessions are: Alex. Long, prominent mill official of Rock Hill; Dr. Harold D. Myers, of Chapel Hill, and Dr. Howard W. Odom, head of the public welfare department at the University of North Carolina.

The Greenville zone will present a program on health education on the morning of June 12 and the Greensboro zone will give a program on the morning of June 13 on "The Community at Play." Charlotte people will be called on to furnish entertainment or present a play on one evening during the convention.

Marion W. Heiss, of Greensboro, is president of the association. Ministers who serve churches in Charlotte textile communities, teachers in the schools of the city attneded by children whose parents are connected with mill work, nurses whose districts embrace these communities, and those who are devoting their entire time to community work, as well as officials in the various plants will be interested in the convention.

P. H. Hanes Dead

Winston-Salem, N. C.—P. H. Hanes, president of the P. H. Hanes Knitting company, which conducts one of the best known knitting mills in the country died at his home here about 8 o'clock Tuesday, aged 79. He had been in failing health for several years, though up to two years ago he kept in close touch with his large business interests.

Before establishing his knitting plant Mr. Hanes and his brother, the late John W. Hanes, were engaged in the manufacture of tobacco under the firm name of P. H. Hanes and company. The business was established in 1872 and its growth and success were notable.

Deceased was a native of Davie county, and is survived by five children, Mrs. W. T. Old, of Norfolk, Va.; Mrs. John Schoolfield, of Danville, Va.; and Miss Katherine Hanes, of this city; P. H. Hanes, Jr., and William Hanes, who were associated with their father in the knitting business.

Mr. Hanes leaves an estate estimated at several million dollars.

S. B. Rhea Dead

Greenville, S. C.—Samuel Barber Rhea, for the past twelve years master mechanic for the Victor-Monaghan mill plant here, died suddenly on Monday night at his home, 9 Smythe street, following an acute heart attack.

Mr. Rhea was born near Kings Mountain, N. C., serving his textile apprenticeship at the Dilling Mill at Kings Mountain. He was connected with various mill in North and South Carolina in the mechanical plant. He was held in the esteem by his associates in the textile world and was regarded as an expert in his line of work. He had been in Greenvill for 15 years with the Victor-Monagham mills.

Mr. Rhea is survived by his wife. There are no children surviving. Funeral services for Mr. Rhea were held at El Bethel Methodist shurch near King's Mountain, N. C., at noon Wednesday.

American Cellulose and Chemical Mfg. Co. to Open Charlotte Office.

The American Cellulose and Chemical Manufacturing Co., well known manufacturers of rayon, have practically completed arrangements for opening a Southern sales office in Charlotte. Major E. E. Boreham, vice-president of the company, was in Charlotte this week to arrange for the new office. He stater that while quarters had not been secured, it was certain that his company would locate a sales office here.

The American Cellulose and Chemical Manufacturing Co., markets its product under the trade name of Celanese. The headquarters of the company are in New York and the factory in Amnelle, Md. The company is affiliated with thte British Cellulose Company.

Cotton Mill Processes and Calculations

(Continued from Page 19)

damage to a minimum in case case of fire in the stock. A traveling lattice with metal interlocking slats carries along the impurities dropped from the cotton, and deposits them in a receptacle at the end of the trunk. A gate controlled by a lever and weight is attached to this receptacle. When the weight of impurities overcomes the weight on the lever, the gate opens allowing the contents to fall into a bag or other receptacle. The cotton from the trunk is deposited by a condenser upon the apron of the automatic distributor. Some mills do not use the cleaning trunk, but instead they employ a conveying pipe.

The automatic distributor regulates the delivery stock to the hopper of the automatic feeder. Since the evenness of a breaker lap depends largely on the regularity with which the stock is delivered from the automatic feeder, it is essential that the hopper be kept at an even level. The automatic feeder delivers the cotton to the breaker lapper.

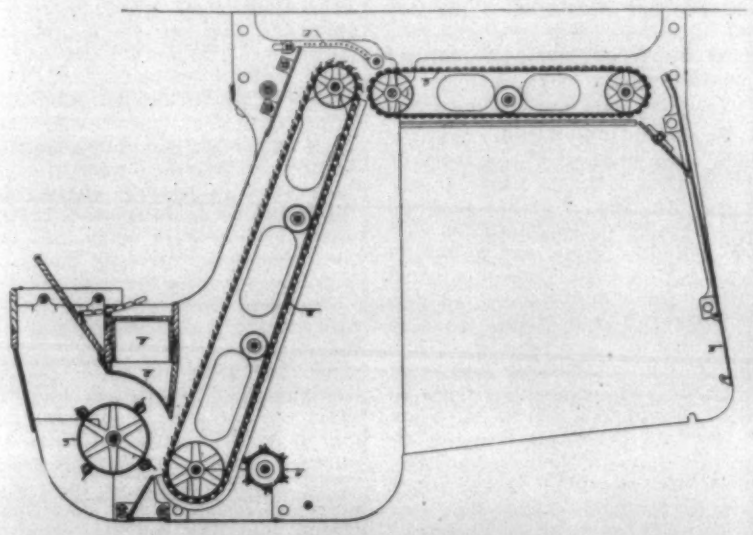

Fig. 2. (c) Automatic Feeder.

AUTOMATIC FEEDER, FIG. 2 (c).—LETTERING.

A. Patent Combing Roll.
B. Pin Lifting Apron.
C. Doffer.
D. Grid under Doffer.
E. Dirt Drawer.
F. Grid under Lifting Apron.
G. Botton Apron.
H. Loose Hopper Grit.

(Continued next Week)

No Change in Operation of Knight Mills

Providence, R. I.—The action of U. S. District Courts in three States, New York, Massachusetts and Rhode Island, in naming Irving McD. Garfield, of Boston, receiver for B. B. & R. Knight, Inc., will make no change in the management and operation of the Knight Mills in Rhode Island, according to announcement just made. Col. G. Edward Buxton, named temporary receiver in Rhode Island, under Superior Court proceedings a little more than a week ago, has been named as Receiver Garfield's agent in Rhode Island, and, as vice-president of the company, will continue to manage and operate the mills in this State.

The company has property in New York, Massachusetts, Connecticut, and Rhode Island, although the mills in Rhode Island are the only ones being operated.

Federal Judge Brown, of the Federal Court for this district, named Mr. Garfield receiver here, this action following the action in the Superior Court here and action in the U. S. Courts in the other two States. It is stated that this action was taken simply to consolidate the court proceedings in the several States.

Further Comment On Curtailment Plan

(Continued from Page 8)

with very few exceptions, and probably some of the Eastern mills, would be on double time and the same condition that exists now would be brought about again in a very short period.

With best wishes.

In reply to your recent ask for pledge for curtailment aggregating one week between June 1st and August 15th, would state that we think it would be a wise plan to curtail production to this extent or more provided business cannot be done at a profit. We think it is folly to make goods for stock at the present time and we will undoubtedly suffer more than one week's curtailment before August 15th, as we have a good many looms which are not in operation and we are also running short time—four days this week and about four and one-half last week. We expect to be obliged to continue some curtailment.

Referring to your letter enclosing pledge card relative to curtailment for one week between June 1st and August 15th, beg to advise that we have not signed this card, as our 30,000 spindles have not operated over 60 per cent for the past several months. That is, we have not run over 20,000 full time during the past several months, and at present are running about 18,000 only four days per week. Our policy has been to restrict production to actual sales and not pile up inventories which later would react upon our production. It does not seem in any sense advisable to make more than can be sold under present conditions.

We are pleased to note that so many manufacturers have come to the same conclusion, and feel quite certain that the only possible improvement in manufacturing conditions can come through curtailment to such point as will transform the market from a buyer's market to a seller's market. The seller must control the market if he is to survive, as he is the only man who actually knows what it costs to produce goods.

Your efforts toward this curtailment merit the congratulations of the whole textile trade. In the writer's opinion it is the only remedy for the present situation and it will be most effective.

Long before receiving your notice, in fact, about April 1, we dropped down to a four-day schedule, or 70 per cent of the rate at which they had previously been running. This 70 per cent rate will continue through this summer unless we curtail even further, so you can see that we are curtailing even more than your circular suggests.

Replying to your letter of the 29th, will say we have been running half time; that is, three days a week, since May 21st, and expect to keep this up for some weeks.

Indebtedness New Bedford Mills Reduced

An analysis of the New Bedford mill stock situation reveals that underlying values behind shares of the textile mills in that center are extremely large. Mortgage indebtedness which in 1914 amounted to $2,179,000, amounted at the end of 1924 to only $68,500 and of 12 mills with a debt on their plant in 1914 but one remained at the end of the past year. These figures are presented by Sanford & Kelley, investment dealers of New Bedford and Rall River, who also point out that the surplus of net quick assets of New Bedford mills which amounted to $4,775,000 in 1914 had by the end of 1924 increased to over $37,000,000, or equal to more than 50 per cent of the total outstanding capital stock of the mills.

Importations Lower.

Another interesting feature of the analysis concerns the importations of cotton cloth which were cited about a year ago by leading mill interests as a reason for seeking still higher protection for their products by increased tariff rates. Importations of fine cotton cloths have shown a material decrease and at present are the lowest in a year.

Reviewing the mill share situation Sanford & Kelley feel that too much emphasis is being laid upon the adverse features of the situation and state as follows:

"Some of the greatest declines in mill stocks have been in those that make coarse textile fabrics, and the shares of some of these corporations have sold far below what they did a year or so ago when the margin of profit in the industry was much less than it is at the present time. As a matter of fact, if we take the price of raw material or cotton and the market price for print cloths, say, the spread between these factors, if costs were the same as they were before the war, would give large profits to Fall River mills and the margin is far greater than a year ago. Where shrewd executives are handling the purchasing of raw materials and merchandising the goods even in this class of mill in New England considerable profits are being made.

Cloth Mills Running Full.

"In the fine goods mills in New Bedford most of them have been running their looms for a long time at nearly 100 per cent capacity and are at the present time. In recent months, too, these well-managed corporations have been making good profits and more than earning their dividends. In the majority of New Bedford's fine goods cloth mills most satisfactory profits have been forthcoming. Beyond any question there is a good demand for cotton and silk goods such as New Bedford's cloth mills are producing. There is almost no supply to be drawn on. This has resulted in constant abnormal demands upon the manufacturers for quick shipments, and in the past ten days New Bedford mills have been bombarded with telegrams asking for quicker and immediate delivery of goods. Some of our cloth mills are running nights; our yarn mills are running

a little better than one-half the time and none are shut down.

"This picture is quite the reverse of what happened last summer when England was increasing her importations of fine cotton cloths into this country by leaps and bounds. The maximum high of these importations of fine goods was reached in December, 1924. This situation has all changed for the better, but the average investor in mill stocks would never be able to guess it from the news that is reaching him from ordinary sources. Not only have the importations of fine cotton cloths decreased materially from the high point reached in the last part of last year, but they are even far below the importations made in the early months or before the move had got well under way. For instance, in April, 1925, the total importations were about 8,250,000 square yards compared to 14,600,000 square yards in March, 1924. Furthermore, the importations for April this year, which is the last month for which the figures are available, were nearly the lowest in a year.

"Because of the material depression and attitude of mind of people with regard to New England mill stocks as investments, underlying values have been lost sight of. Take the case of New Bedford's cotton mills as a whole. How few realize that in 1914 these corporations had outstanding in mortgage indebtedness $2,179,000 and that this indebtedness had been reduced almost to extinction by the end of 1914, when the outstanding mortgage indebtedness was but $68,500. This indebtednass was wiped out by payments in cash and from earnings. In 1914 12 New Bedford cotton mills had a debt on their plants where as in 1924 but one had a debt on its plant. Again this improvement in conditions came as a result of earnings available and not paid out to the stockholders. This improvement in financial condition is still better set forth by the fact that at the end of 1914 the surplus of net quick assets of all the New Bedford mills was but $4,705,000, but this has been increased and by the end of 1914 amounted to over $37,000,000, or an amount equal to more than 50 per cent of the total outstanding capital stock of the New Bedford textile mills.

Cloth Shipments to Noncontiguous Territories Decline.

Shipments of cotton cloth from continental United States to its noncontiguous territories during April, valued at $646,571, against 4,575,051 1925, totaled 3,052,484 square yards, square yards, with a value of $870,667 during the previous month, and 4,899,705 square yards, $169,550; to Porto Rico, 2,234,642 square yards, shipments were as follows: To Alaska, 73,488 square yards, valued at 20,038; to Hawaii, 64,345 square yards, $169,550; to Porto Rico, 2,234,642 square yards, $456,983. Alaska's purachses in April were almost double those of March, but the quantity of cotton cloth shipped to Hawaii in April declined 20 per cent and to Porto Rico, 37 per cent, compared with the preceding month.

Index To Advertisers

Where a — appears opposite a name it indicates that the advertisement does not appear in this issue.

	Page
—A—	
Allis-Chalmers Mfg. Co.	—
American Laundry Machinery Co.	—
American Moistening Co.	24
Amreican Textile Banding Co.	—
Amory, Browne & Co.	36
Arabol Mfg. Co.	—
Arnold, Hoffman & Co.	—
Ashworth Bros.	42
Atlanta Brush Co.	—
Atlanta Harness & Reed Mfg. Co.	24
—B—	
Bahnson Co.	1
Billington, Jas. H. Co.	33
Bancroft Jos. & Co.	—
Barber-Colman Co.	38
Barber Mfg. Co.	—
Bond, Chas. Co.	28
Borne, Scrymser Co.	—
Bosson & Lane	43
Brown, David Co.	26
Blackmer Rotary Pump Co.	32
Brown-St. Onge Co.	—
Bradley, A. J. Mfg. Co.	37
Butterworth, H. W. & Sons Co.	—
—C—	
Carrier Engineering Corp.	—
Carter, A. B.	—
Catlin & Co.	37
Charlotte Leather Belting Co.	—
Chimney Rock Mountains, Inc.	9
Chicago Belting Co.	—
Clements Mfg. Co.	24
Chicago Fuse Mfg. Co.	—
Cocker Machine & Foundry Co.	—
Collins Bros. Machine Co.	29
Corn Products Refining Co.	2
Courtney, Dana S. Co.	23
Crompton & Knowles Loom Works	—
Cling-Surface Co.	23
Crump, F. M. & Co.	—
Curran & Barry	36
Curtis & Marble Co.	26
Chicago Board of Trade	18
Cyclone Fence Co.	—
D—	
Dary Ring Traveler Co.	41
Davidson, Jos. L. Co.	38
Deering, Milliken & Co., Inc.	36
Diamond State Fibre Co.	—
Detroit Graphite Co.	44
Dixon Crucible Co., Joseph	—
Dixon Lubricating Saddle Co.	30
Drake Corp.	33
Draper, E. S.	24
Draper Corp.	—
Dronsfield Bros.	—
Druid Oak Belting Co.	25
Duplan Silk Corp.	44
DuPont de Nemours, E. I. & Co.	—
—E—	
Eclipse Textile Devices, Inc.	—
Economy Baler Co.	41
Emmons Loom Harness Co.	42
Engineering Specialties Co.	38
Entwistle, T. C. Co.	—
—F—	
Fafnir Bearing Co.	—
Fales & Jenks Machine Co.	—
Farish Co.	24
Ford, J. B. Co.	38
Fournier & Lemoine	—
Ferguson Gear Co.	16
Franklin Process Co.	—
—G—	
Garland Mfg. Co.	—
General Electric Co.	4-5
Georgia Webbing & Tape Co.	—
Graton & Knight Mfg. Co.	—
Grove Park Inn	21
Greensboro Loom-Reed Co.	—
—H—	
Hart Products Corp.	16
H. & B. American Machine Co.	14
High Point Loom Reed & Harness Co.	—
Hollingsworth, J. D.	24
Hopedale Mfg. Co.	—
Houghton E. F. & Co.	3
Howard Bros. Mfg. Co.	—
Howard-Hickory Co.	—
Hyatt Roller Bearing Co.	—
—J—	
Jackson, Hill & Co.	—
Jacobs, E. H. & Co.	—
Johnson, Oliver & Co.	—
Jordan Mfg. Co.	—
—K—	
Kaumagraph Co.	—
Keever Starch Co.	—
Klauder-Weldon Dyeing Machine Co.	32
—L—	
Ladew, Edward R. Co.	15
Liberty Mutual Insurance Co.	34
Lane, W. T. & Bros.	34
Landers Bros. Co.	43
Langley, W. H. & Co.	36
Leslie, Evans & Co.	36
Lestershire Spool & Mfg. Co.	—
Link-Belt Co.	—
Lockwood, Greene & Co.	13
Lowell Shuttle Co.	—
Marble-Nye Co.	31
—M—	
Macrodi Fibre Co.	—
Marston, Jno. P. Co.	37
Mayview Manor	19
Mathieson Alkali Works	—
Mauney Steel Co.	37
Memphis Cotton	35
Merrow Machine Co.	32
Myles Salt Co., Ltd.	16
Metz, H. A. & Co.	43
Mississippi Cotton	35
Moreland Sizing Co.	43
Morse Chain Co.	43
Mossberg Pressed Steel Corp.	24
—N—	
National Aniline & Chemical Co.	6
National Ring Traveler Co.	37
Newburger Cotton Co.	35
N. Y. & N. J. Lubricant Co.	27
North Carolina Cotton	39
Norwood Engineering Co.	30
—P—	
Page Fence & Wire Products Assn.	17
Paige, Schoolfield & Co.	37
Parker, Walter L. Co.	—
Plimpton Lift Truck Co.	31
Parks-Cramer Co.	—
Penick & Ford, Ltd.	—
Perkins, B. F. & Sons	20
Puro Sanitary Drinking Fountain Co.	—
—R—	
Republic Chemical Co.	—
R. I. Warp Stop Equipment Co.	24
Rice Dobby Chain Co.	29
Ridley, Watts & Co.	37
Roessler & Hasslacher Chemical Co.	—
Rogers Fibre Co.	12
Reeves Bros., Inc.	36
Root Co.	—
Roy, B. S. & Son	—
—S—	
Saco-Lowell Shops	11
Sayles Finishing Plants	—
Scott, Henry L. & Co.	26
Seaboard Ry.	30
Sellers, Wm. & Co.	—
Seydel Chemical Co.	35
Seydel-Thomas Co.	—
Siggers & Siggers	29
Sirrine J. E. & Co.	—
Slip-Not Belting Corp.	—
Sonoco Products	—
Southern Ry.	—
Southern Spindle & Flyer Co.	—
Stafford Co.	—
Steel Heddle Mfg. Co.	17
Stein, Hall & Co.	10
Sydnor Pump & Well Co.	38
—T—	
Terrell Machine Co.	—
Texas Cotton	39
Textile Mill Supply Co.	2
Thomas Grate Bar Co.	29
Taylor, Chas.	29
Tolhurst Machine Works	—
Tripod Paint Co.	35
—U—	
United Chemical Products Co.	2
U. S. Bobbin & Shuttle Co.	26
U. S. Ring Traveler Co.	38
Universal Winding Co.	39
—V—	
Victor Ring Traveler Co.	—
Virginia Machinery & Well Co.	24
Vogel, Joseph A. Co.	—
—W—	
Washburn Printing Co.	—
Wellington, Sears & Co.	36
Whitin Machine Works	—
Whitinsville Spinning Ring Co.	16
Williams, J. H. Co.	34
Wolf, Jacques & Co.	—
Woods, T. B. Sons Co.	43
Wilts Veneer Co.	25
Woodward, Baldwin & Co.	36

Cotton Novetary

(Continued from Page 13)

in making these cloths, because orders are comparatively small and rams are expensive and often do not hold picks enough to make them practical, and the use of a dobby allows the filling thread to be caught and held out in a satisfactory manner when the cord is being formed. Box looms are used when different sizes or colors of filling are beused and in a good many cases produce a rounded cord and a somewhat greater yardage even at a slower loom speed. When picks are forced into the shade to produce a round cord with only a single size of filling used it is likely to cause an excessive strain on the warp yarn and result in a great deal of trouble in the weaving operation. Due to the stiffness of the cords this cloth does not shrink much in the weaving operation, often only one-half to one inch from reed to cloth, and certain special fabrics have an even smaller shrinkage than the amount named. As a general thing the cloth weave is very simple, the cords being at various spacings up to about ⅜-inch apart, and sometimes of different sizes, the fancy effects being almost entirely the result of yarn and color combination and in some cases of both. Because the weaves which are used are very simple, in many cases being just the same at that of a plain sheetings, it might be supposed that automatic looms would be used in the production of some of all cotton fabrics, but this is not done, mainly because the losses due to seconds increase as the cloth value is higher, and also because the weaving cost is a much smaller proportion of the total cost than on some of the cheaper lines where they can be successively used. Fewer automatic looms per weaver would be necessary, and this would naturally cut down the possible savings so that they are not used. Most of these cloths would be considered heavy fabrics, even the ones made entirely of silk being of quite good weight because of the cards used.

A good many of the all-cotton cloths are mercerized today in addition to the process which was formerly employed, and because of the use of this process, the yarns composing the fabrics are of somewhat different construction than they previously were.

The Trend of Our Cotton Industry

(Continued from Page 7)

ican production of cotton has given rise to a certain amount of anxiety on the part of domestic and foreign cotton manufacutrers.

Determined efforts are being made by Great Britain to increase cotton production in certain of her colonies and elsewhere. So long as the price of American cotton holds relatively high, this effort will not lack a stimulus.

Cotton production in Queensland shows a steady increase, and Brazil in particular is making strenous efforts to develop increased production of the staple.

While such reports as are available indicate a steady increase in foreign cotton production, yet certain physical and economic obstacles to foreign expansion of this industry would seem to preclude the possibility of early serious inroads upon America's position as the dominant factor in the cotton world.

Some Problems of American Cotton Production.—The most serious obstacles in the path of increased cotton production in the United States are adverse weather conditions, the boll weevil, a labor shortage and poor farming.

It is estimated that for the past six years the South annually has failed to produce four million bales of cotton as a direct result of the cotton boll weevil.

While calcium arsenate has been proven to be an efficient agent for the control of the weevil, in 1923 less than 5 per cent of the total cotton acreage of the South was treated with this poison.

Early fall destruction of cotton stalks is an economical means of reducing weevil damage the following year. As yet relatively small per centage of cotton planters practice this. In many sections of the South climatic conditions prevent early fall plowing of stalks as a weevil-control measure.

There is need for a cheaper poison than calcium arsenate at its present market price, for the benefit of the marginal producer of cotton.

Many cotton-producing areas in the South show serious depletion of soil fertility due primarily to one-crop farming. There is need for a reorganization of farm practice in the Cotton Belt to the end of restoring soil fertility and eliminating some of the hazards of single-crop farming. A wider use of legumes and better land drainage would prove of great benefit.

The Labor Problem.—Due to a steady migration of Cotton Belt negroes to industrial centers of the North and East, there has developed an acute labor shortage in this region of the United States. Alabama, Florida, Georgia, and Mississippi perhaps have lost more heavily of negro labor than any of the other states. In 1922-23, 478,700 negroes are estimated to have migrated from the South. This migration still is under way.

There is being made a determined effort to bring in more Mexican labor to the Cotton Belt, particularly during the cotton-picking season. But immigration restrictions render this exceedingly difficult.

The invention of cotton-picking machinery would go a long way toward solving the labor problem, for cotton to a greater extent than any other crop is produced by hand labor.

There apparently is an increasing tendency to break up large cotton plantations into smaller units substituting white owners and tenants for negro tenants. Cotton has been grown primarily under the tenant system, in 10 leading cotton states 43.5 per cent of the land being operated by owners and managers as against 56.6 per cent operated by

(Continued on Page 34)

Distribution Through Wholesalers

(Continued from Page 12)

cordial reception this time from the retailer. When he thanked the customer for his business, and incidentally referred to the lines sold by Smith and Jone, the retailer spoke up about it this way: "You should see what I am doing to those fellows. The salesman for Smith was here yesterday, and I whip-sawed him to the queen's taste. I got concessions on practically every item that I named. I walked out of his sample room a couple of times, and each time he called me back and came across. This season Smith gets the business and Jones gets nothing. Next season Jones will probably get it. As you know, they both make pretty fair merchandise, but I am going to use their goods for sale purposes, and for low-end numbers, and all my real business is going to you."

The moral is plain. Somebody has to pay for the cut prices. Distress goods are one thing, serious overstocks are not to be looked upon too ignorant cutting of prices on merlightly, but wilful, mischievous or chandise fairly priced, is neither constructive selling nor helpful to anybody.

During the spring of 1922, when business was hard to get, and merchandise was often priced from a standpoint of expediency rather than on a basis of cost, a certain manufacturer sent out his men for fall with his line priced fairly on replacement value, but on a close margin, so far as profits were concerned. Immediately his men began to write in about what so-and-so was willing to take for competitive goods, offering this in many cases as an alibi for not getting bigger orders on their own line. After several weeks, a letter went out to all of his men, saying that he was perfectly aware of what competitors were quoting, and that he was perfecting willing that they should sell all the merchanidse they could on the basis, because if they continued it long enough, they would be out of business. For his part he was gonig to maintain his scedule of prices, and that any salesman who was convinced that he could not get the prices, could come home with his samples and resign. There was no more comment on what competitors were doing.

As business is done in terms of dollars, the price argument will always be an important one. There is no getting away from that fact, of course. But price competition is ofttten brought up by salesmen solely because clever unscrupulous prospects are out to weaken the morale of the man who is offering selling resistance on his trip, floods the house with his alibis. Very few concerns are exempt from them, and the alibis cover a multitude of sins. A sales manager of national reputation has factiously suggested founding a "Society for the Elimination of Pet Sales Alibis." Here are some that one sales manager asked his men not to use:

For January, dealer busy taking inventory. For February warm weather for this season holds back buying. For March, cold weather for this month holds back spring buying. For April, buyers holding off—farmers busy putting in crops. For May, buyers holding off—looking for lower prices. For June, people starting to go away for summer; dealers reducing stocks. For July, people all away for summer; dealers reducing stocks. For August, competitors loaded trade with special deals. For September, prices advanced, but trade suplied by competitors at old price. For October, dealers sore at house, because they were not protected at old prices. For November, getting late in year. Dealers reducing stocks. For December, trade all busy with Christmas business.

Simplex Sampling Association points out in the little booklet I spoke of some time ago, that the direct selling manufacturer who would serve his trade most efficiently, is obliged to establish warehouses and selling offices in many different cities. This is a costly business. The manufacturer who sells direct, must warehouse his goods if he would be in a position to render the service which the retail trade demands today. Retailers, most of them, cannot buy entirely in case lots. They handle too many items to be able to buy them all in volume. To render service to retailers a broad, comprehensive stock is necessary. The direct selling manufacutrer, therefore, combines in his own organization the function that the manufacturer and jobber occupy in goods coming from the primary markets. The direct selling manufacturer who sells on quality, on service, on consumer demand, on selling power, has no advantages in price, value for value and quality for quality, over quality, the same style, the same workmanschip, the same favorable price, the same consumer demand, the same dealer helps, the same selling points which enable the direct seller to put his story across and to get the proverbial signature on the dotted line.

For years and years in retail stores, much attention has been given to trading up. There is a fundamental desire in human beings for better things, which reflects itself in a very readily recognized selling oportunity in all well established retail stores. There is no man so insenisble to the appeals of refinement that he does not long for the time when he is able to buy better clothes, a finer house, a better motor car, or whatnot. Most consumers can be prevailed upon to buy something a little better than in many cases they planned to buy. Much depends on the sales person. This fundamental tendency should be borne in mind at all times by your salesman. The direct seller is constantly capitalizing it with his trade. Against this we find on the thing cheap, cheap. Now there must be cheap merchandise, and there is none so cheap that it does not have some value, but it is a dangerous thing from a selling standpoint to allow on'es organization to believe that price comes first. Quality for quality, the lowest price, of course,

deserves the business in the abstract, but with a difference in quality, a difference in price should never be lost sight of, and under no consideration should the retailer be urged to buy the cheapest goods just because they are cheap. Has success of the large metropolitan stores been based on quantity and utility at a favorable price? Granted that sometimes advertisements along this line are misleading, the fact remains that people want value and are willing to pay for it.

If what I have to say now appears to have too intimate an application to our particular line, I hope I may able to demonstrate that I am innocent of any desire to get personal.

Most of the big merchandising usecesses of the last ten or fifteen years have been closely associated with the science of advertising. Most of the phenomenally quick success of the new industries is due to publicity. Much might be said about how advertising has grown in volume, and of the hundreds of millions spent every year in advertising, where twenty years ago the figure was comparatively small. Industries of all kinds now advertise. The great modern utility, the telephone, absolutely necessary to our hurried modern life, is advertised by the American Telephone and Telegraph Company very extensively. The American Sugar Refining Company, handling an article that goes into every one of our homes, and which apparently we could not be without, spends huge sums every year. States advertise the advantages they have to offer to settlers. Cities advertise their economic and social and educational advantages. Railroads ad- their crack trains and their service.

Hundreds and hundreds of articles used by each one of us are called for by name when we buy them, and what is more important we would not buy a brand that we were unfamiliar with except on the forceful recommendation of somebody we had confidence in, or the interest aroused by clever advertising. Retailers have studied the science of advertising. A store of any reasonable size has its own advertising manager. Smaller stores buy their publicity through syndicates, who prepare it in bulk, as it were, and then make it fit the individual picture. The science of advertising in connection with merchandising has become a very important force. What has the jobber done to keep step with this great modern movement? It is hard for the jobber to advertise to the consumer, unless he becomes a great national or sectional influence, but in the handling of an immense volume of known goods, it is his business to know what advertising means, and how it works.

Here is another job for you and your slaesmen. How can they intelligently discuss modern merchandising practices and principles with an intelligent retail on hosiery or underwear, we will say, in competition with the presentations made by Holeproof, Phoenix, Interwoven, Munsing, Carter or Cooper, and others when they pay no attention to the highly-specialized information which is constantly being dispensed of by the salesmen of these great direct selling lines? Would it surprise you very much to know that many of the best men representing houses such as the ones named spend as much time in educating their trade in how to display, how to advertise, and how to sell their lines, as they do in taking the dealer's order?

Advertising is a tremendous subject. It cannot be handled in a few minutes, but this I want to say—that it is much more than the visible evedince of a large amount of money converted into printer's ink. There are dishonest advertisers, but less than there was years ago. The ethics of the advertising profession are among the highest in our modern business world. The responsibility of the great national magazines and of the better class of newspapers toward the advertising they carry, is a very tangible thing, but more than that, the responsibility of the manufacturer toward his own advertising is the highest that it has ever been in the history of industry. The minute a manufacturer signs his name to his product, and advertises that product to the world, he assumes certain responsibilities until it is in the consumer's hands and after. Advertising does not work always in the spectacular manner it did years ago, but it is a confidence builder, it is a trade developer, it is an insurance for continuity of output, it is a maker of profit, and no responsible advertiser can continue to advertise over a period of years without having to make goods on the claims he makes. Advertising makes goods easier to sell. Advertised lines move quicker off the retailer's shelves than unadvertised lines. There are fewer leftovers, and these always have a value.

Let me remind you that your salesmen cannot compete with the large direct selling manufacturer of known goods unless they not only are conscious of these things, but so well informed regarding them that they can apply them in their work. Out of my experience of the last twenty years in selling goods, both direct to retailers and through wholesalers, I feel that I can speak sympathetically of the many problems that confront you constantly. You men know merchandise; you know values. You know how to sell, but I do believe that many of you have allowed your own salesmen to influence you to neglect to a highly profitable selling field, that they have often taken the bit in their teeth on the price situation, that you have allowed them often to work less days per week than should be suspected, and that often you have allowed them to depend for their success too much on their personality and friendships, and not enough on an intimate knowledge of the goods, and of modern merchandising methods.

What am I getting at in this rather sketchy analysis of methods which I sincerely believe will help you men improve your business? I out by saying that the wholesaler needs no defense, By that I meant that the wholesaler as an institution

needs no defense. His economic necessity is unquestioned, his worth is beyond doubt, his position unassailable. His progress, however, and now I refer to the individual wholesaler, depends in many cases on a very definite change of program. Gentlemen, remember this, that in spite of chain stores and mail order houses, in spite of syndicate buying and direct sellers, in spite of mill agents and other important menaces—you wholesalers hold the textile business of the country in your hands. But—and this I want to impress upon you—every wholesaler must face his mirror and ask himself whether he is simply a warehouse man for the manufacturer and retailer, or whether he is a constructive distributing force in the trading area he serves. I believe that any wholesaler who does not adopt aggressive selling policies along modern lines, is going to fall behind in the procession. He must get over the idea that "his trade" will not buy this or that in quality merchandise. "His trade," his potential trade, at least, is all the trade there is—(there isn't any more) and part of it is buying from somebody the kind of goods he "can't sell."

Make two blades of grass grow where one grew before, and do it as near the home base as possible, remembering people are and where they buy—show samples and demonstrate them with knowledge and understanding. Buy in cold blood and sell with enthusiam, bringing to your trade constantly something constructive in a business building ways—always mindful of the fact that today the old slogan of "Let the buyer beware!" has been changed to "Let the seller beware!" Throw some of the doctrines of opportunism for policies which will build best for the long pull—centralize your sales control so that the work of your men may be as specific and as forceful as possible—support the efforts of those manufacturers who are conscientiously trying to help you—make a real study of advertising, what it means and how it works, and last but not least, have the courage to take your profit. (Applause.)

The Trend of Our Cotton Industry

(Continued from Page 31)

cash, share and cropper tenants. The labor shortage makes for increased dependence upon the tenant system of cotton production.

Cost of Producing Cotton.—Figures on cotton production costs vary widely, the determining factor being rate of yield per acre. The available data show that this cost runs from $1.45 a pound for lint for yields of 20 pounds of lint and under per acre, to 9 cents a pound for yields of 500 pounds and over.

Of 2,519 schedules of cotton production costs taken by the United States Department of Agriculture in 1923, a group of 407 showed an average yield of 124 pounds of lint to the acre. As the revised estimate of the average yield of lint per acre for the cotton states in 1923 is 130.6 pounds, this group is regarded by the Department as nearly representative of general conditions last year. The average net cost of production on farms in this group was 22 cents a pound for lint. The average price received for this cotton was 30 cents a pound.

On the other hand, 1924 advance cost estimates made by trustee operators of large cotton plantations in Arkansas, stand at 30½ cents a pound, based on an estimated yield of 183 pounds of lint per acre, which estimate in turn is based on the trustees' record for the past three years.

Cost of producing cotton vary with the personal efficiency of its growers.

The Outlook for Cheaper Cotton.—Cheaper cotton from the standpoint of production costs will be produced in the South when per-acre yields are increased, not necessarily through an increase of acreage planted to the staple. The present tendency, however, is toward an increased acreage rather than toward increased yields per acre.

Extension of the American Cotton Belt.—Under the stimulus of 30-cent cotton in 1923, relatively new areas were planted to that crop in 1924. This activity was in the nature of an experiment and the ultimate outcome of it cannot accurateiy be forecast. Students of the situation have stated that it is possible to increase the present acreage by 42 per cent, with a probable increase of 65 per cent of the present volume of American cotton.

The Government's forecast of the 1924 American cotton crop as released October 8, is for 12,499,000 bales, based onan unrevised estimate of 40,403,000 acres planted to cotton and in cultivation in June 25, representing a 4.4 per cent increase over the 1923 acreage planted, or 1,694,000 acres.

Increased acreage in Texas accounts for more than twice the acreage increases in all the other states combined—1,555,000 new acres apparently having been planted to cotton in Texas this year. Southern Illinois reports 15,000 acres; Kansas, 2,500; and Kentucky. 18,500 acres.

German Spinning Statistics Show Slight Improvement.

During the six months, August 1, 1924, to January 31, 1925, out of a total of 283 establishments with about 10,000,000 cotton spindles in Germany, 267 mills operating 9,030,236 spindles reported 8,575,145 active. Spindles operated by 245 firms replying in the previous six months, numbered 8,300,381, of which 7,185,843 were active, according to the report of the German Cotton Spinners' Association. The number of idle spinning hours during the six months ended January 31, 1925, averaged 1,202,103,352, as compared with 1,123,641,947 for the previous half year. Consumption of cotton is running bales amounted to 539,446 and 512,826 for the respective periods. (Assistant Commercial Attache Douglas Miller, Berlin.

Clark's Cotton Records

Statistics for Week Ending June 6, 1925.

	1925.	1924.	1923.
Visible supply American cotton	2,096,000	2,231,000	1,368,000
Into sight for week	48,000	90,000	73,000
Mill takings for week	183,000	167,000	158,000
Mill takings since Aug. 1st	13,111,000	10,292,000	11,344,000
Exports for week	111,000	67,000	38,000
Exports since Aug. 1	7,685,000	5,441,000	4,284,000

Government Reports.

	1925.	1924.	1923.
Acreage this season	40,403,000	38,709,000	34,016,000
Indicated crop July 25	12,144,000	11,412,000	11,065,000
Indicated crop middle of July	11,934,000		
Indicated crop end of July	12,351,000	11,516,000	11,449,000
Indicated crop middle of Aug.	12,956,000		
Indicated crop end of Aug.	12,787,000	10,788,000	10,575,000
Indicated crop middle of Sept.	12,596,000		
Indicated crop end of Sept.	12,499,000	11,015,000	10,135,000
Indicated crop middle of Oct.	12,675,000		
Indicated crop end of Oct.	12,816,000		
Indicated crop middle of Nov.	12,992,000		
Indicated crop end of Nov.	13,153,000		
Ginned to Oct. 1st	4,527,671		
Ginned to Oct. 18th	7,600,826	6,415,145	6,078,321
Ginned to Nov. 14th	11,163,400		
Ginned to Dec. 1st	12,225,000		
Ginned to Jan. 16, 1925	13,308,037		
Ginned to March 20 (final report)	13,618,751		
Carryover beginning cotton year	2,319,000	2,573,000	4,879,000

Cotton Exports.

Following is a comparison of the exports by months in running bales, including linters:

	1924-25.	1923-24.	1922-23.
August	277,641	244,415	272,808
September	737,010	689,435	378,390
October	947,556	781,722	798,664
November	1,306,000	770,002	858,337
December	1,076,000	845,581	607,853
January, 1925	1,076,000	546,253	473,436
February	818,838	482,146	359,657
March	734,697	332,168	318,210
April	472,555	320,774	259,984
May	.....	326,357	160,368
June	.....	230,979	214,851
July	.....	211,633	171,469
		5,772,000	4,864,027

American Consumption of All Kinds of Cotton, Excluding Linters.
(In running bales, 000s omitted.)

	1924-25		1923-24		1922-24	
	Per Month	Per Season	Per Month	Per Season	Per Month	Per Season
August	357	357	492	492	526	526
September	435	792	484	975	494	1,020
October	530	1,322	542	1,517	534	1,554
November	492	1,814	532	2,049	579	2,133
December	533	2,347	462	2,510	529	2,663
January 3	589	2,936	577	3,088	610	3,273
February, 1925	550	3,486	508	3,595	567	3,840
March	582	4,068	484	4,079	624	4,464
April	597	4,665	480	4,559	577	5,041
May	....	....	414	4,991	621	5,661
June	....	....	350	5,341	542	6,203
July	....	....	347	5,688	463	6,666

Cotton Goods

New York.—The cotton goods markets were generally quiet throughout the week. Slightly lower prices were named on some of the staple lines. The intense heat during the latter part of the week resulted in many houses closing early for the week end.

Prices on wide sheetings, sheets and pillow cases continued very irregular. For some grades of brown sheeting 36 to 38 cents a pound was reported. Colored cottons moved slowly at irregular prices. Curtailment of production showed a further increase during the week.

Print cloths were obtainable at 9¼ cents for spots at which small lots were sold. Late June deliveries could be had at 9⅛ cents. Sales of 8.20s at 6 cents were reported. Sales of 7.15s at 6¾ cents and 5.50s at 8¾ cents were heard of.

Sheetings sold in small quantities and some further easing in prices was reported. In houses where sales were consummated, it was stated that prices were now firmer and would soon be advanced in view of the sharp cotton rise during the week. Drills and osnaburgs were dull and easy. Moderate trading was reported in convertibles, such as sateens, twills and pajama checks.

Small business was reported transacted in fine goods. There were spot sales of combed and carded lawns in a few constructions. Voiles sold in the hard twist style at 12½ cents and 100s two-ply at 29½ cents and 30 cents. The extra hard twist was quoted 16c, with a few goods in hands at 15 cents. Sample designs in rayon and cotton mixtures were being prepared for a number of converters. It is only occasionally that commitments are placed for brassiere cloths. The trades requirements were well taken care of when contracts were placed up to two months ago. Since then new business has come along slowly.

Only a small amount of business in duck was reported for the week. Stocks are said to be ample to allow filling-in orders to be placed quickly at low proces. Most of he larger tire companies have supplied their needs for the present.

The increase in the price of tires had little effect upon the market for tire fabrics. Competition has resulted in some very low prices by mills and selling agents.

The week just ended has been very quiet in the Fall River print cloth market, with buyers showing but very little interest in trading. Plain goods sold in small quantites for spot and quick delivery on the basis of 50 cents per pound, which is at least six cents below the cost of production. Under these conditions, mills do not care to sell contracts and prefer to increase curtailment of production.

Sales for the week are estimated at 30,000 pieces quite largely confined to 36 inch low counts, with a moderate amount of sateens and twills included. There has been very little interest during this period and prices show but little change from last week quotations.

John V. Farwell Company, Chicago, weekly review of trade.—Wholesale dry goods business continues to maintain a steady normal increase over corresponding weeks of last year, with road orders showing good gain. The ratio of number of orders to volume is now more satisfactory than earlier in the season. Silk sales are running ahead of previous and corresponding weeks of last year. Raw silk is advancing. Commitments indicate that demand for printed silks will continue through into fall. In wool dress goods cream flannels occupy the most active position. Buyers have been ni the market in about same number as during corresponding week last year. Collections show good improvement.

Cotton goods prices were quoted as follows:

Print cloths, 28-in., 64x64s	6¾
Print cloths, 28-in., 64x60s	6⅝
Print cloths, 27-in., 64x64s	6¼
Gray goods, 38½-in., 64x64s	9¾
Gray goods, 39-in., 80x80s	12
Gray goods, 39-in., 68x72s	10⅛
Brown sheetings, 3-yard	13½
Brown sheetings, 4-yard	10⅝
Brown sheetting, stand	14½
Ticking, 8-ounce	23½
Denims	19
Staple ginghams, 27-in.	11½
Kid finished cambrics	9½a10½
Dress ginghams	18½a21
Standard prints	9½

* Nominal.

German Textile Stock Dividends.

A list of dividends declared by 42 textile companies in Germany during the past business year, with comparative figures for pre-war years, has been received from Consul Christian T. Steger, Dresden. The average dividend paid by these companies during the four preceding the war was only slightly higher than that paid in 1924, the first post-war year on a gold basis. This report will be made available to interested American firms upon application to the Textile Division, Bureau of Foreign and Domestic Commerce, Washington, D. C. Refer to No. 170955.

The Yarn Market

Philade'phia, Pa.—While there was a somewhat better inquiry in the cotton yarn market during the week, actual trading was very limited. Prices were irregular and showed a wide variation an many numbers. Spinners continued to hold for prices well over those reported in local markets. The heat wave contributed to the general dullness of the market.

Buyers showed no desire to buy ahead. They watched the cotton market very closely and are apparently intent on staying out of the market until prices are lower. The fact that cotton prices are now higher than before the Government report was issued, there is no surplus of yarns or cotton, cotton prices are at a considerable premium over New York spots and that yarn mills are steadily increasing, curtailment had little effect on the viewpoint of the buyers.

Business for the week was made of scattered buying of very small lots for prompt shipment. Sales were reported of from 1,000 to 5,000 lots.

Prices were published in this market as follows:

Southern Two-Ply Chain Warps.

2-ply 8s	37	a	2-ply 26s	45	a
2-ply 10s	38	a	2-ply 30s	45	a46
2-ply 16s	39	a40	2-ply 40s	57	a58
2-ply 20s	40	a	2-ply 50s	68	a
2-ply 24s	43	a			

Southern Two-Ply Skeins.

8s	36	a	40s	55	a
10s to 12s	37	a37½	40s-ex	58	a
14s	37½	a	50s	67	a
16s	38	a	60s	70	a72
20s	39	a40	Tinged Carpet—		
24s	43	a	3 and 4-ply	34	a
26s	44	a	White Carpet—		
20s	45	a	3 and 4-ply	36	a36½
36s	54	a			

Southern Single Chain Warps.

10s	37½	a	24s	43	a
12s	37½	a38	26s	44	a
14s	38½	a	30s	45	a
16s	39	a39½	40s	58	a
20s	39½	a40			

Duck Yarns.

3, 4 and 5-ply			3, 4 and 5-ply—		
8s	36½	a	16s	39	a40
10s	37	a37½	20s	40	a
12s	38	a			

Southern Single Skeins.

6s to 8s	36½	a	20s	39½	a40
10s	37½	a	24s	42½	a
12s	38	a38½	26s	43	a
14s	38½	a	30s	45	a
16s	39	a			

Southern Frame Cones.

8s	36½	a	22s	38½	a
10s	36½	a37	24s	41	a
12s	37	a	26s	41½	a
14s	37½	a	28s	42½	a
16s	37½	a	30s	43½	a
18s	38	a	30s tying in	42	a
20s	38	a	40s	56	a57

Southern Combed Peeler Skeins, Etc.

2-ply 16s	56	a60	2-ply 50s	85	a
2-ply 20s	58	a62	2-ply 60s	90	a
2-ply 30s	65	a67	2-ply 70s	1 05	a
2-ply 36s	68	a75	2-ply 80s	1 05	a1 18
2-ply 40s	75	a80			

Southern Combed Peeler Cones.

10s	50	a	30s	60	a
12s	51	a	32s	62	a
14s	52	a	34s	64	a
16s	52½	a	36s	65	a
18s	53	a	38s	68	a
20s	53½	a	40s	70	a
22s	54	a	50s	75	a
24s	54½	a	60s	85	a
26s	55	a	70s	95	a
28s	57	a	80s	1 10	a

Eastern Carded Peeler Thread-Twist Skeins.

20s, 2-ply	52	a	36s, 2-ply	62	a
22s, 2-ply	53	a	40s, 2-ply	64	a
24s, 2-ply	55	a	45s, 2-ply	69	a
30s, 2-ply	58	a	50s, 2-up	74	a

Eastern Carded Cones.

10s	42	a	22s	50	a
12s	43	a	26s	52	a
14s	44	a	28s	54	a
20s	49	a	30s	56	a

Yarn Spinners' Bulletin.

The weekly bulletin of the Southern Yarn Spinners' Association says:

There has been but little change in the yarn market conditions for the past week. Prices remain at about the same level. Spinners' prices are at an advance over reported market quotations.

Purchases have been small, and no demand for forward business. Such buying as has taken place has been in small lots in a hand to mouth situation.

In view of the unsatisfactory marconditions, the very slack demand for yarns, and the buyer's indifference to even the present attractive range of prices, the accumulation of stocks would be hazardous in the extreme, particularly so in view of the fact that Government's condition report of Tuesday seems to indicate the probability of a large crop, with the possibility of a lower level of prices than prevails at present.

New York spots market does not represent the actual prices spinners have to pay for spinable cotton by several cents. Cotton of satisfactory grade is getting more difficult to secure.

The Southern manufacturers are showing active interest in curtailing. Already some seven million spindles have indicated their intention of curtailing operations during the summer. It is probable that no agreement of curtailment will effected, but the fact of the necessity for curtailment has been made thoroughly manifest, and the individual manufacturer is governing his operations acordingly.

A canvas of the situation shows that many mills not previously known to have been curtailing have been running on short time for some time past. Indications are that more mills are daily going on a reduced schedule of operations with the result that material curtailment is already manifest.

Want Department

Wanted

A good overseer of Carding. Good salary. Correspondence confidential. Furnish references and particulars with application. Address Carder, care this paper.

Designer Wanted

who understands color and sketching. Give experience, references and salary expected. Address "Textile," care Southern Textile Bulletin.

Notice

Get my prices on Overhauling. We Overhaul Spinning, Spooling, Twisters and Fly Frames. Satisfaction guaranteed. C. E. Peeler, Buford Hotel, Spartanburg, S. C.

Wanted

Tieing-in machine operator who can operate and fix machine. Very light job. Apply T. M. C., care Southern Textile Bulletin.

We offer subject to prior sale several Gangs No. 90 Universal Winders, twenty spindles per gang, practically brand new, at bargain prices. We are sure these machines will satisfy the most exacting manufacturers. Write us for further details and prices.

Atlanta Textile Machinery Co.
Atlanta, Ga.

For Sale

One pair 60 Spindle 11x5½ Woonsocket Slubbers, with chain driven carriage, late model and in perfect condition. High Shoals Mill, High Shoals, N. C.

WELL DRILLING AND DEEP WELL PUMPS

We do the engineering, and have had 32 years experience solving water problems satisfactorily for textile mills.

SYDNOR PUMP & WELL CO., Inc.
Richmond, Va.

Wanted

Wanted—One good spinning section man—Good pay, short hours. Apply Home Mills, 2400 South Second St., St. Louis, Mo.

Wanted.

Good dyestuff salesman at once. Apply Box 483, Charlotte, N. C. Give full particulars as to experience and ability.

For Sale.

We offer for prompt acceptance, subject to prior sale:

1 16,000 spindle Saco Pettee equipment, 1¾ and 2inch ring spinning, 45-inch cards.
1 7,000 spindle Whitin equipment, 1¾-inch spinning.
1 2400 spindle H. & B. equipment 2¼-inch Whitin spinning.
1 2000 spindle Whitin equipment, 2¼-inch spinning.

All above in A-1 operative condition, including supplies, etc. Prices range from $8.00 to $12.00 per spindle.

1 1200 spindle Saco-Lowell waste equipment, four coiler cards, $22,500.00 with supplies, etc.
2 sets Whitin waste working cards, with roving and finishing machinery, $10.000.00, with supplies, etc.

Further details upon application.

C. L. UPCHURCH & SONS
Athens, Ga.

Practical Mill Devices Developed and Marketed

Engineering Specialties Corporation
520 So. Elliot Street,
Charlotte, N. C.

Joseph L. Davidson Co.
Established 1889

Designing Card Stamping Repeating
FOR ALL TEXTILE FABRICS

2525 N. Second St., Philadelphia, Pa.

Ring Traveler Specialists

U. S. Ring Traveler Co.

159 Aborn Street, PROVIDENCE, R. I.

ANTONIO SPENCER, President AMOS M. BOWEN, Treasurer

WM. F. VAUGHAN, Southern Representative
P. O. Box 792 GREENVILLE, S. C.

U. S. Ring Travelers are **uniformly tempered** which insures even-running spinning. They are also correct as to **weight** and **circles**. Quality guaranteed.

A Big Claim

To add salableness to your product without increasing the cost of production is a big claim to make, but not more than can be readily proved by the use of the special purpose

WYANDOTTE TEXTILE ALKALIES

When you turn the camera and the microscope upon fabrics treated with these alkalies, the splendid condition of the fibre indicates the reason for the better appearance, softer feel and richer colors.

Should not your business judgment persuade you to benefit from these profitable factors.

Ask your supply man

The J. B. Ford Co., Sole Mnfrs.,
Wyandotte, Mich.

B W C
TRADE MARK
WARP TYING MACHINES HAND KNOTTERS
WARP DRAWING MACHINES
AUTOMATIC SPOOLERS HIGH SPEED WARPERS
BARBER-COLMAN COMPANY
BOSTON, MASS. GREENVILLE, S.C.
MAIN OFFICE AND FACTORY:
ROCKFORD, ILL. U.S.A.

FOR SALE

10,000 SPINNING SPINDLES

D — 8 LATEST MODEL

⅞" WHIRL
STANDARD McMULLAN BLADE
VARYING 2 TO 4 YEARS OLD.
IN FINE CONDITION
REPLACED BY TAPE DRIVE SPINDLES

Large Supply Filling Bobbins
For Automatic Looms to Fit These Spindles

SAMPLES SUBMITTED
PROMPT DELIVERY
ATTRACTIVE PRICE

SACO-LOWELL SHOPS
CHARLOTTE, N. C.